



An Australian Government Initiative



Enterprise Connect

In conjunction with our Partner Organisations
invite you to attend the following **free seminars**

Voice of the Customer

Thursday, 3 June 2010 – City
AusIndustry
Level 9 /161 Collins Street
Melbourne 3000
2pm – 4pm (afternoon tea provided)

Value Stream Mapping for Sustainability

Tuesday, 25 May 2010 – Dandenong
Enterprise Connect
Level 5 /329 Thomas Street
Dandenong 3175
7am - 9am (light breakfast provided)

* Please see overleaf for further details on each topic

**These seminars are free, but places are limited.
For further details and to register, please contact:**

Enterprise Connect
Victorian Manufacturing Centre
T: 9215 2610
E: vicmanufacturingcentre@innovation.gov.au
W: www.enterpriseconnect.gov.au



Voice of the Customer (VOC)

VOC utilises customer 'voices' or data to develop products to give you a competitive edge in satisfying customers' unmet needs. Hearing exactly what your customer wants is empowering and is best used to develop and improve products and services. At this seminar, we'll show you the five steps of the VOC process: 1) identify and prioritise customers; 2) capture needs and expectations; 3) measure value and performance; 4) drive action and results; 5) communicate internally and externally.

You will also learn about the VOC tools you can use to help you with these steps, and how these tools can help you develop and action plan with VOC as a central strategy

Value Stream Mapping for Sustainability

By analysing your overall process flow and presenting it in visual form you can identify sustainability issues and recreate a 'future state' map that will not only improve performance and efficiency, but empower your people in the decision-making process and elevate your environmental impact credentials.