

# Voice of The Customer Template

## Verbatim

What are the customers saying?

## Need

What do the customers need?

## Requirement

What's required to fulfill the customers' needs?

### Examples:

"I love the new donut flavors but there are no options with sprinkles, which is one of the best parts of a donut!"

Sprinkles on our donuts are important to the customer.

Keep a donut with sprinkles in every seasonal menu rotation.

"Lindsay was really helpful during our LiveChat session but I don't remember all of his recommendations."

LiveChat conversation history is not easily accessible after the window closes.

Give user an option to have their LiveChat conversation thread emailed to them or attach the conversation history to their account for future reference.

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