

CASE STUDY



MILBANK MANUFACTURING

Background: *Milbank didn't have a standard process to gather customer requirements to ensure these requirements were met. They needed a systematic approach to ensure they consistently provided the best products and services to their customers through continual monitoring of customer needs.*

Solution: *Kent Business Solutions led a cross-functional team of Milbank employees to develop a Voice of the Customer (VOC) process for NPD Product Development (NPD) and product improvement purposes.*

Results: *All customer-facing employees now have at their fingertips a standard approach to capture customer feedback so that it can be consistently incorporated into their NPD and product improvement efforts. The results have been great! The first VOC event held in a foreign country resulted in a new product with improved safety features and a revenue increase of +40%. Not only that, the launch of this new product created a lucrative new market in another country with projected sales totaling millions of dollars of new revenue.*