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What Customers Want Using Outcome

Which is to say, customer value comes from a supplier's ability to fulfill a specific, relevant outcome in the buyer's work or life. In *What Customers Want*, author Anthony Ulwick crisply captures this idea, expressing it as the capability to "Get a job done better" and "Get more jobs done".

What Customers Want: Using Outcome-Driven Innovation to ...

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To help overcome this tendency Ulwick defines three specific types of information that would be useful: (1) jobs—what customers are trying to get done; (2) outcomes—the metrics used by the customer to define the successful execution of a specific job (p. 2); and (3) constraints—what might prevent

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customers from adopting or using the new product or service.

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In *What Customers Want*, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or ...

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Desired Outcomes—Metrics That Drive Innovation Customers want to get more jobs done, but they also want to be able to do specific tasks faster, better, or

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cheaper than they can currently.

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In our summary of What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services, by Anthony W. Ulwick, we'll show you how to use this secret weapon behind some of the most successful companies of recent years.

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Customer Success is tied to Desired Outcome. This is where “Desired Outcome” really starts to shine as a way of thinking about Customer Success. It’s our job to understand what the customer is trying to accomplish, but moreover, it’s our job to understand how they want to accomplish it.

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Understanding Your Customer's Desired Outcome

@inproceedings{Ulwick2005WhatCW, title={What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services}, author={Anthony W. Ulwick}, year={2005} } Anthony W. Ulwick Published 2005 Engineering A world-renowned innovation guru explains practices that result in ...

What Customers Want: Using Outcome-Driven Innovation to ...

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." -Clayton Christensen For years, companies have accepted the underlying principles that define the customer-driv

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What Customers Want Using Outcome Driven Innovation To ... Innovation through your customers' eyes. Outcome-Driven Innovation is

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different because it looks at every aspect of value creation, meaning every aspect of company growth and innovation, from the point of view of the customer. And it works for both improving existing products and creating new, breakthrough products.

What Customers Want | Jobs-To-Be-Done Book | Tony Ulwick

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Customers use a 1-to-10 scale to quantify the importance of each desired outcome and the degree to which it is currently satisfied. The rankings are inserted into the formula to form the overall innovation opportunity score that highlights the outcomes with the highest “importance” scores and lowest “satisfaction” scores.

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