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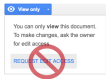
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**Voice of Customer (VoC)
 Push Matrix Template**

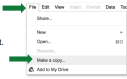
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	Criteria	Description	Importance Weighted 1 to 5	Product Planning	Product Development	Market Positioning	Service Delivery	Customer Support
Better	Superior Quality							
Faster	Increased Efficiency							
Cheaper	Cost Effectiveness							
		Non-Weighted Solution Scores	0	0	0	0	0	0
		Weighted Solution Scores	0	0	0	0	0	0

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Voice of Customer (VoC) Pugh Matrix Template – Example

	Criteria	Description	Importance Score of 1 to 5	Strategic Planning	Product Development	Market Penetration	Service Delivery	Customer Support	
Better	Superior Quality	High-Reliability Charging Stations	Ensure our charging stations are built with top-tier components to minimize downtime and enhance customer trust.	3	4	4	1	1	2
		Durable EV Infrastructure	Invest in long-lasting materials for our infrastructure to reduce maintenance needs and provide consistent service.	4	4	3	4	3	5
		Premium User Experience	Design user-friendly interfaces for easy navigation and operation, ensuring customer satisfaction.	1	3	1	5	4	2
		Top-Notch Safety Standards	Implement the highest safety protocols to protect users and their vehicles during charging.	4	5	4	3	2	4
		Innovative Technology Integration	Continuously integrate the latest EV technologies to offer state-of-the-art charging solutions.	1	4	4	4	2	1
		Environmentally-Friendly Solutions	Utilize sustainable practices and materials to reduce our environmental footprint while maintaining quality.	1	3	2	2	3	4
Faster	Increased Efficiency	Rapid Charging Capabilities	Develop fast-charging stations to reduce wait times and improve customer convenience.	3	5	2	1	3	5
		Streamlined Charging Process	Simplify the charging process with intuitive apps, reducing the time spent at each station.	2	1	3	2	3	4
		Optimized Logistics Routes	Use advanced algorithms to create the most efficient delivery and service routes, minimizing delays.	4	4	2	5	4	1
		Quick Issue Resolution	Implement systems that enable rapid identification and resolution of technical issues, keeping downtime to a minimum.	1	3	1	2	1	1
		Seamless Payment Integration	Offer multiple quick and secure payment options to speed up transactions and enhance the user experience.	3	3	3	4	2	5
		Efficient Customer Support	Provide responsive and knowledgeable customer service to quickly address any inquiries or concerns.	5	2	5	1	5	2
Cheaper	Cost Effectiveness	Affordable Charging Rates	Set competitive pricing for charging services to attract cost-conscious customers.	1	5	2	3	1	2
		Cost-Effective Maintenance	Develop maintenance plans that reduce long-term costs while ensuring reliability and safety.	4	5	3	2	3	1
		Energy-Efficient Operations	Utilize energy-saving technologies to reduce operational costs and pass the savings on to customers.	1	3	2	3	1	4
		Flexible Payment Plans	Offer customizable payment plans that cater to different customer needs, providing financial flexibility.	1	3	2	2	3	4
		Bundled Service Discounts	Create bundled service packages that offer discounts, encouraging customers to use multiple services.	3	5	2	1	3	5
		Reduced Overhead Costs	Streamline operations to minimize overhead expenses, allowing for more competitive pricing in the market.	2	1	3	2	3	4
Non-Weighted Solution Scores				63	48	47	47	56	
Weighted Solution Scores				161	132	111	127	139	

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