**Translating VoC to CTQ**

VoC data can be translated into Critical to Quality (CTQ) metrics using a 3-step approach:

**(1) Identify Critical Customer Needs**

- Analyze VoC data
- Cluster into broader themes
- Prioritize needs based on impact and frequency

**(2) Determine Quality Drivers**

- For each need, define 1-2 criteria that denotes its fulfillment
- Ensure criteria are measurable

**(3) Identify Performance Drivers**

- For each criterion, define a metric that tracks it
- Metrics become CTQ measures

**Example:**

Need: On-time delivery Criterion: Order delivered within quoted timelines Metric: % orders delivered on time

**Benefits:**

- Maps abstract needs to quantitative metrics
- Metrics traceable to real customer needs
- Focuses process design on VoC
- Drives prioritization and resourcing

CTQ trees enable sharp, structured translation of qualitative data into metrics. This aligns operations with the Voice of the Customer.