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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

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as the capability to
“Get a job done better”
and “Get more jobs
done”.

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programs bring
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predictability to the
often random process

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of innovation."

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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
cheaper than they can
currently.

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often random process
of innovation."

**[PDF] What
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Using Outcome
Driven Innovation ...**

Customers use a set of metrics—performance outcome measures—to judge how well a job is being done or how well a product performs this job. Today the iPod is judged by consumers to perform better against these outcome

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measures than the alternatives, so today more people are hiring iPods.

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

“Customer Success is when your customers achieve their Desired Outcome through their interactions with your company.” And the process used to proactively ensure that

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Desired Outcome is achieved by your customers is what we call Customer Success Management.

Understanding Your Customer's Desired 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

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Ulwick crisply captures this idea, expressing it as the capability to “Get a job done better” and “Get more jobs done”.

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Innovation to Find High-
Growth Opportunities,
Create Breakthrough
Products, and Connect

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with Your Customers /
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customer desired
outcomes as inputs
into the innovation
process eliminates
much of the chaos and
variability that typically
derails innovation
initiatives.

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on 1 reviews

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Customers use a
1-to-10 scale to
quantify the

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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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