

# VOC

(Voice of Customer)

versus

# User Research

What's the difference?



VOC tells us what our customers say.

It's usually conducted by **sales, solutions** or **product managers**.

Participants are usually people who **choose, buy** or **administer** your products within a customer organization.

Results are typically a punchlist of enhancements or fixes, or customer quotes.

Activities that elicit VOC information are typically conversations, either 1:1, with an advisory board or with a focus group.



User research tells us what our users do.

It's usually conducted by **user experience professionals** or **product managers**.

Participants are usually people who **use** or **administer** your products within a customer organization.

Results are typically data (qualitative or quantitative) which can be used to support decisions.

User research can include watching and recording a user completing a task, survey results, or participant-observation in an environment.