



# Voice of Customer (VoC)

Use this template to understand and address your customers' needs. [Learn more](#) about this template.

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Verbatim	Need	Requirement	Persona (optional)
<i>[What the customer said, e.g. "I want the food I ordered online."]</i>	<i>[What the customer needs, Completed delivery]</i>	<i>[How you can solve this need, e.g. Online order accuracy]</i>	<i>[Which persona this corresponds to, e.g. June Shine (frugal foodie)]</i>