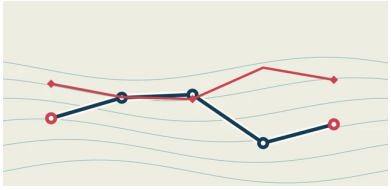
Voice-of-customer synthesis



We code up to eight supplied interview transcripts and turn recurring needs into a ranked evidence table.

Who it helps

Product, marketing and strategy leads

The problem to solve

Interview transcripts can contain memorable anecdotes without showing whether a need recurs across participants.

Working through the brief

1. **Review the supplied transcripts**

   Gather the agreed inputs. The research question, target buyers and available customer evidence or participants.

2. **Code recurring needs**

   Track “Recurring need” and “Source excerpt reference” together so the reviewer can connect the source information to the result.

3. **Rank evidence and flag thin themes**

   Use the ranked evidence table to trace findings to source excerpts and see which themes deserve action.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

Several comments mention delivery delays. Keep the original wording beside the theme so a reviewer can check the interpretation.

Read the service scope / RES-002

Sparkle Solutions Group Ltd.

info@sparklesolgroup.com +44 20 3307 6468 sparklesolgroup.com

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom