



# Concurrency

www.scpdnet.org

**SCPD: Integrating Strategy, People, Process, Tools, and Technology**

## **Integrating the Voice of the Customer**

### **Synergy Bonuses from Concurrent Product Development**

*A key to customer satisfaction is integrating the Voice of the Customer into product creation systems. That's not easy because there are diverse segments of customers; and there are often unconnected links among employees who have contact with customers ... This new research report by Frank Hull, Paul Collins, and John Miller begins on page 5*



### **SCPD Mission**

To further the development of and to promote the application of Concurrent Product Development ...

SCPD Vision, Mission,  
Values, Objectives p 27

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## **The Inclusiveness of Concurrency — The Guiding Principle of Innovation**

*Peter Fritz, SCPD President, Page 2*

## **Capturing VoC Throughout the Value Chain**

### **SCPD's Conference & Workshop**

Boston University Extension and Conference Center

Tyngsboro, MA, March 12, 2008

*Joe Bellefeuille, SCPD VP Conferences, Page 3*