

	Customer	High/Med/Low	Voice of the Customer Input	Key Customer Issues	Business Requirement (Customer Requirements)
	Who is the customer giving you feedback?	What priority should this feedback get?	Actual customer statements and comments	The real customer concerns, values, or expectations	The specific, precise, and measurable characteristic. What does the customer want from us? The "what" not the "how"
1					
2					
3					
4					
5					
6					
7					
8					