

LEAN Ohio

PROJECT STARTER KIT

With this page, you can think through the best ways to get useful **feedback from customers**. The explanatory text and fill-in templates will give you a solid start. When it comes to improvement, understanding the customer's spoken and unspoken requirements is essential. You can develop different approaches, including interviews, surveys, polls, focus groups, complaint logs, and more.

• **STEP 1:** Who is your direct customer... ..and who are some of your other customers?



! Your direct customer is the person or people or office that directly receives the service or product you produce in your work.

• **STEP 2:** Through your work, what do you provide the customer in terms of an output or outputs? It might be a service (such as delivering training, reviewing claims, conducting inspections, etc.), a tangible product (such as a developing training materials, generating a periodic report with needed information, filing inspection reports, etc.), or something that's more like a service-product combination (such as gathering and then providing key information by email or phone).



• **STEP 3:** How do you currently get feedback from your customers?

	YES	NO
1. We receive occasional calls, emails, and/or letters from customers.	<input type="checkbox"/>	<input type="checkbox"/>
2. We keep a complaint log, and we use the information to take corrective action.	<input type="checkbox"/>	<input type="checkbox"/>
3. We track the numbers and types of calls and/or emails we get from customers.	<input type="checkbox"/>	<input type="checkbox"/>
4. We occasionally contact customers to ask for their feedback.	<input type="checkbox"/>	<input type="checkbox"/>
5. We make phone calls on a regular basis to customers to get their feedback	<input type="checkbox"/>	<input type="checkbox"/>
6. We send emails to a sample of our customers to get feedback.	<input type="checkbox"/>	<input type="checkbox"/>
7. We occasionally meet with a number of customers to get feedback in person.	<input type="checkbox"/>	<input type="checkbox"/>
8. We send customers a periodic customer survey.	<input type="checkbox"/>	<input type="checkbox"/>
9. We conduct focus groups with customers.	<input type="checkbox"/>	<input type="checkbox"/>
10. Other:		



• **STEP 4:** What one or two **questions** would you most like to ask your customers? Ideally, you want to get as much *useful* information as possible – information that will provide insights into how your work process is doing and how you can improve. So craft your question(s) carefully.



• **STEP 5:** What **measurable data** would you like to gather from customers? As with qualitative input, numeric feedback should help you understand how the process is doing while pointing to areas that call for improvement.

• **STEP 6:** Given the kind of feedback you'd like to get from customers, what one or two approaches would work best?

Occasional calls to customers seeking their feedback • Occasional emails • Regular calls • Regular emails • Complaint log • Checksheet • In-person meetings • Focus groups • Customer survey • Poll • Other

• **STEP 7:** To get moving on this, who among your colleagues do you need to talk and plan with?