



# Listening to VOICES

Voice of the Customer  
Voice of the Business  
Voice of the Process  
Voice of the Employee

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# Movie Theatre Thoughts

- You own a local movie theatre
- You are going on vacation for 10 days
- You have asked your theatre manager to email you 5 data items every other day

What would you want?



# Movie Theatre Thoughts

Which group can you really Influence and Control ?

## Owner Needs

- Ticket sales
- Expenses
- Concession sales
- Profits
- What movies came in
- Employee problems
- Who called off
- Weather

## Customer Needs

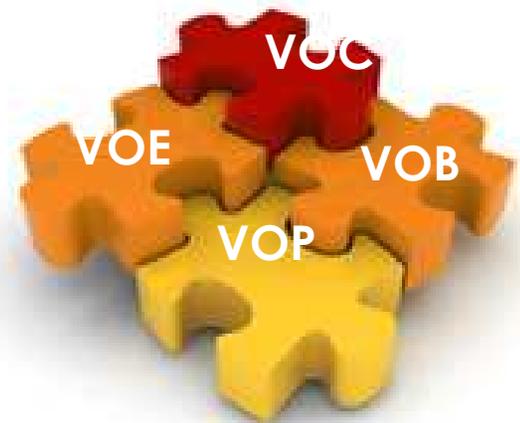
- Line movement
- Good popcorn
- Reasonable \$ sodas
- Clean restrooms
- Décor
- Good sound system
- Friendly staff
- Easy parking

# VOICES

Listening to the  
immediate  
environment

## 4 - Voices

- Voice of the Customer - VOC
- Voice of the Business - VOB
- Voice of the Process - VOP
- Voice of the Employees - VOE



# VOC

- Who are our Customers? 
- What do they want?
- What are we doing that they don't want?
- What do they think of our services?
- What would they like in addition?
- Are we fast enough?
- What are their reactions to staff?

# How to get VOC

- Written Survey
- Email Survey
- Phone calls
- Complaints
- Focus Groups
- Number and type of calls we get

<http://www.surveysystem.com/sscalc.htm>

<b>Determine Sample Size</b>	
Determine Sample Size	
Confidence Level:	<b>95% 99%</b>
Confidence Interval:	<b>+_3%</b>
Population:	<b>10,000</b>
Sample size needed:	<b>964</b>

<http://www.checkmarket.com/market-research-resources/sample-size-calculator/>

<http://www.macorr.com/sample-size-calculator.htm>

## Lean Six Sigma Mobile Lite

[iTunes](#)

### **Description**

Brilliant solutions are not developed in a vacuum and process improvement professionals are not islands. With Lean Six Sigma Mobile LITE users can spend more time working with leadership teams and a little less time facing their laptops.

Lean Six Sigma Mobile LITE includes commonly used process improvement calculators and access to the Lean Six Sigma community.

#### SIGMA VALUE CALCULATOR

Calculate the sigma value of any process as you walk into the process owners office, while boarding the next flight, or even while teaching your next Lean Six Sigma class.

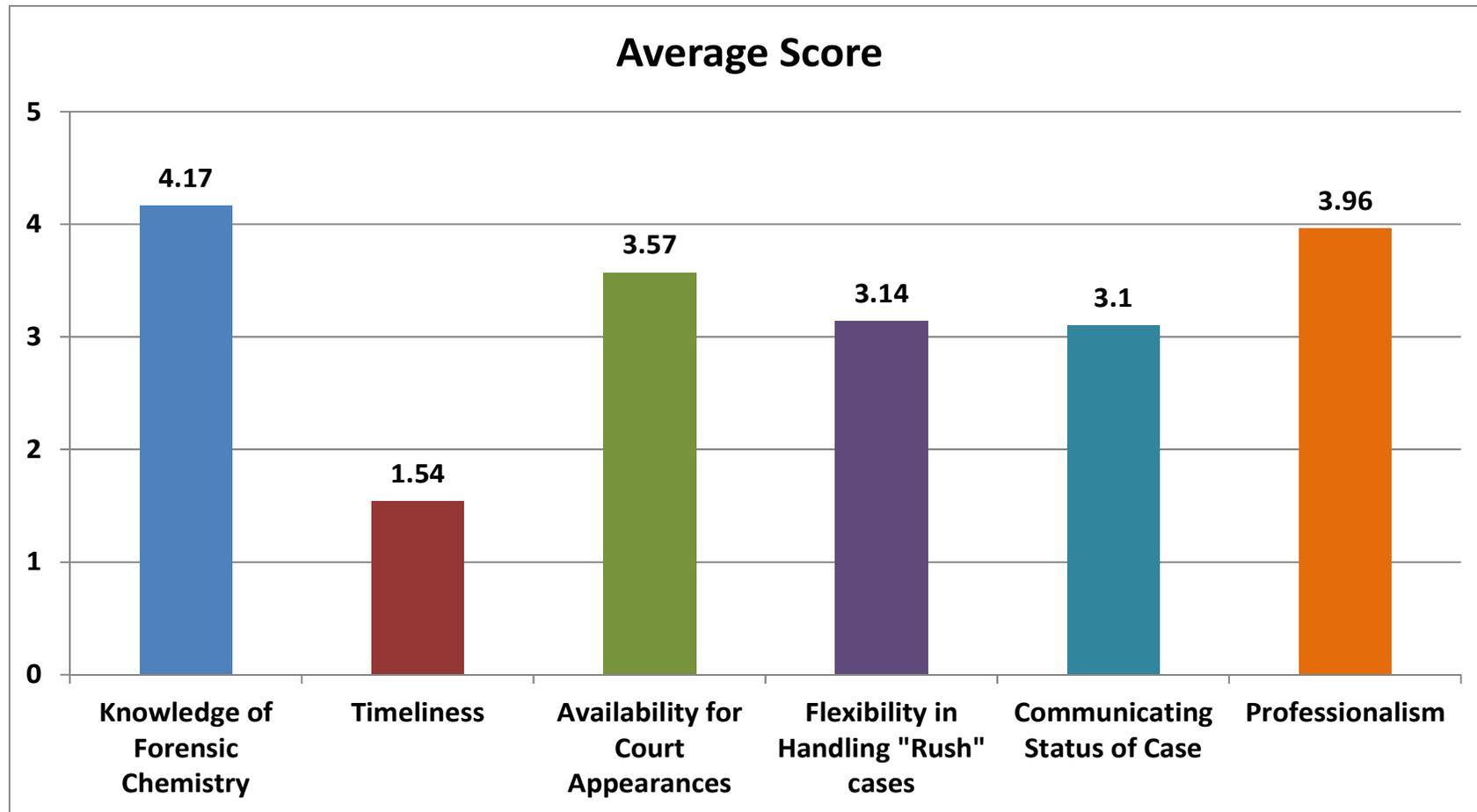
#### SAMPLE SIZE CALCULATOR

Our easy to use calculator can help you calculate a statistically valid sample with just a few taps. Don't know how a change in the margin of error could affect the sample size? We can help.

#### TAKT TIME CALCULATOR

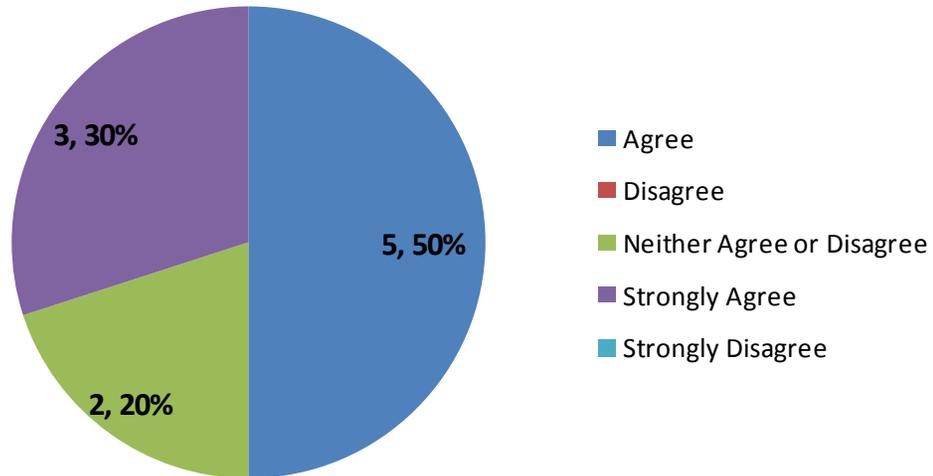
This simple to operate calculator can help anyone in a production environment to determine how many items need to be completed at regular intervals in order to meet the customer need.

# Voice of the Customer

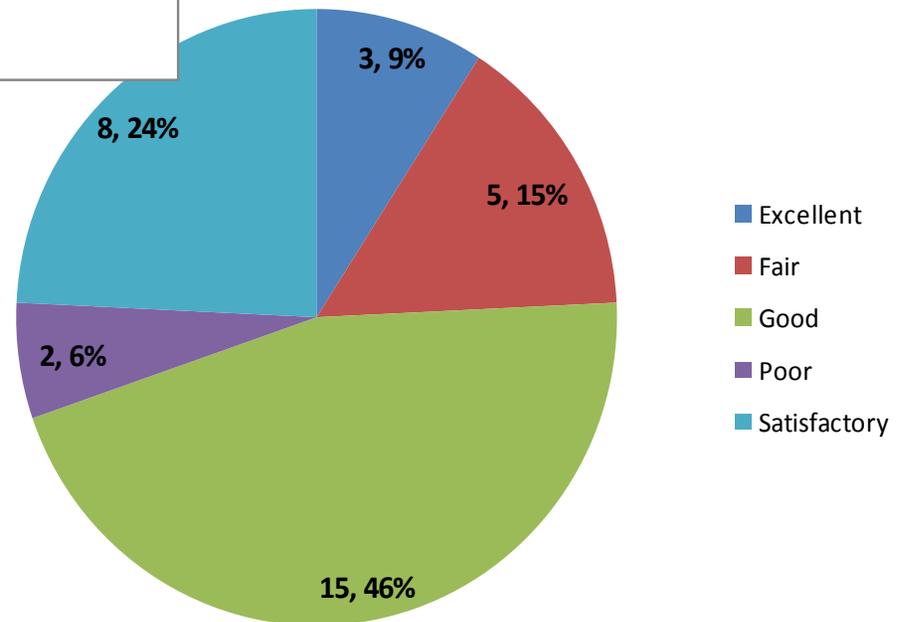


# Voice of the Customer

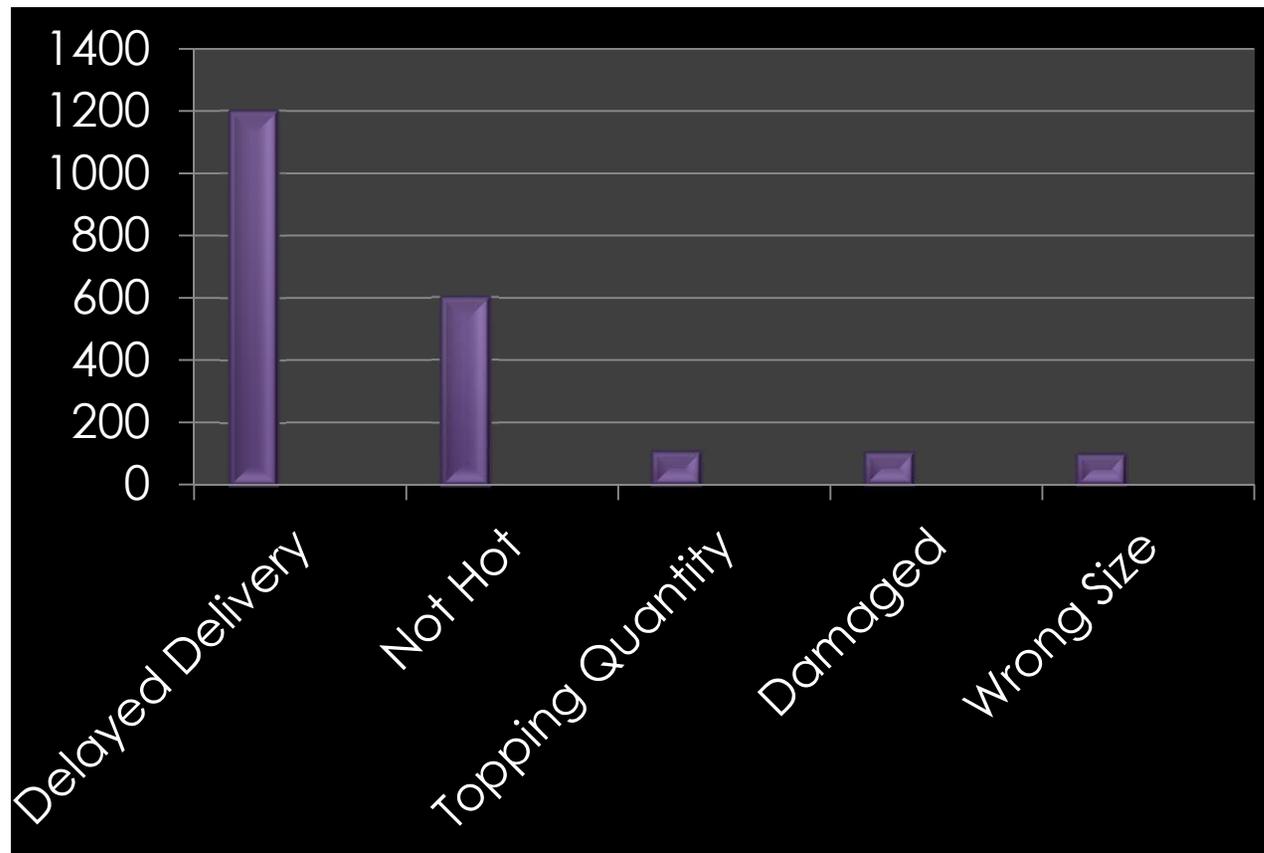
## Professional & Courteous



## Quality of Service



# Pareto Chart on Pizza



# VOC - Customer Trends

- Immediate feedback – close to the service
- Utilize Social Media
- Web utilization
- Raised Expectations
- Want it faster
- Want it on-line
- Want it INSTANTLY



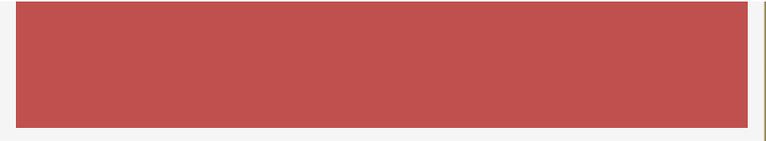


### Local Express Delivery Rates

Here's what it costs to receive same-day or next-day shipping with Local Express Delivery. Your total shipping cost is calculated by adding the "Per Shipment" cost and the "Per Item" cost.

Product Category	Per Shipment	Per Item
Gift Cards	\$3.99	\$0.00
All other items	<b>\$8.99</b>	\$0.99
Any combination of the above items	Highest applicable per-shipment charge	As above





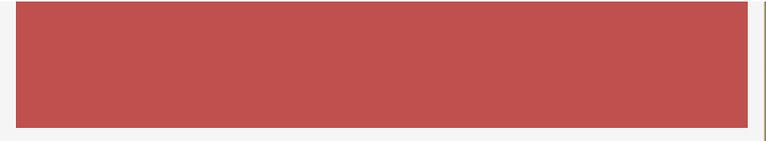
# Do Customers Fail?

When they do...have we failed?



# Voice of the Business

- What is the organization's Mission
- What are the strategic Goals
- What are the Expectations of Leadership
- Does Leadership recognize this process as a **“Burning Platform”**
  - Will senior leadership back this up
- Does Leadership promote Lean/Six Sigma



**You can't build a reputation on what you are going to do**

**Failure is simply the opportunity to begin again, this time more intelligently. There is no disgrace in honest failure; there is disgrace in fearing to fail.**

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Take care of what we have

Make our system work better

Improve safety

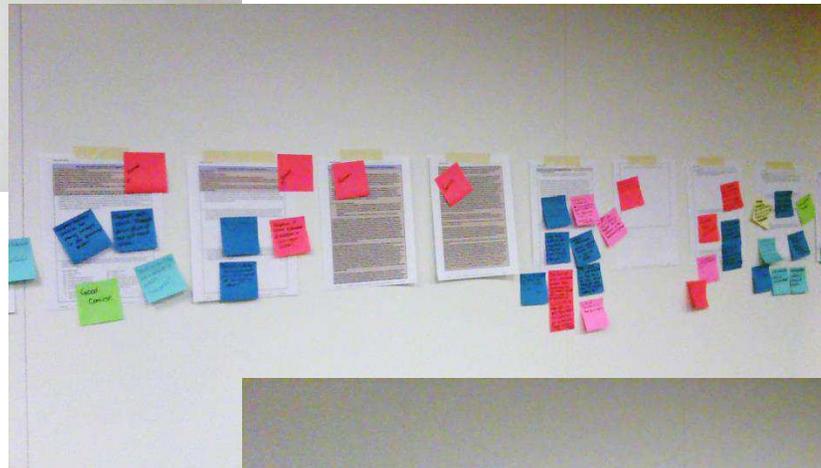
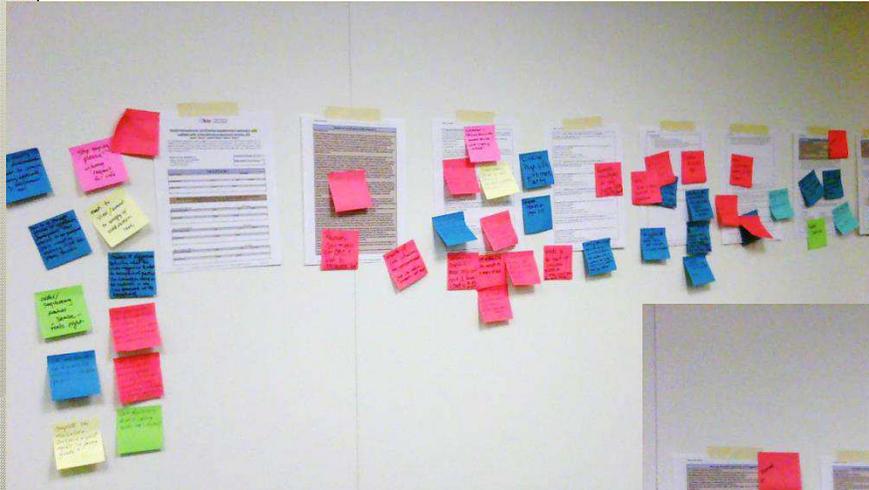
Enhance capacity

Vision  
Statements....what  
do they tell you?

# Voice of the Process

- What do we observe from the process
- What has the data told us
- Listen to the data
- What is realistic to change
- What is obvious

# Voice of the Process

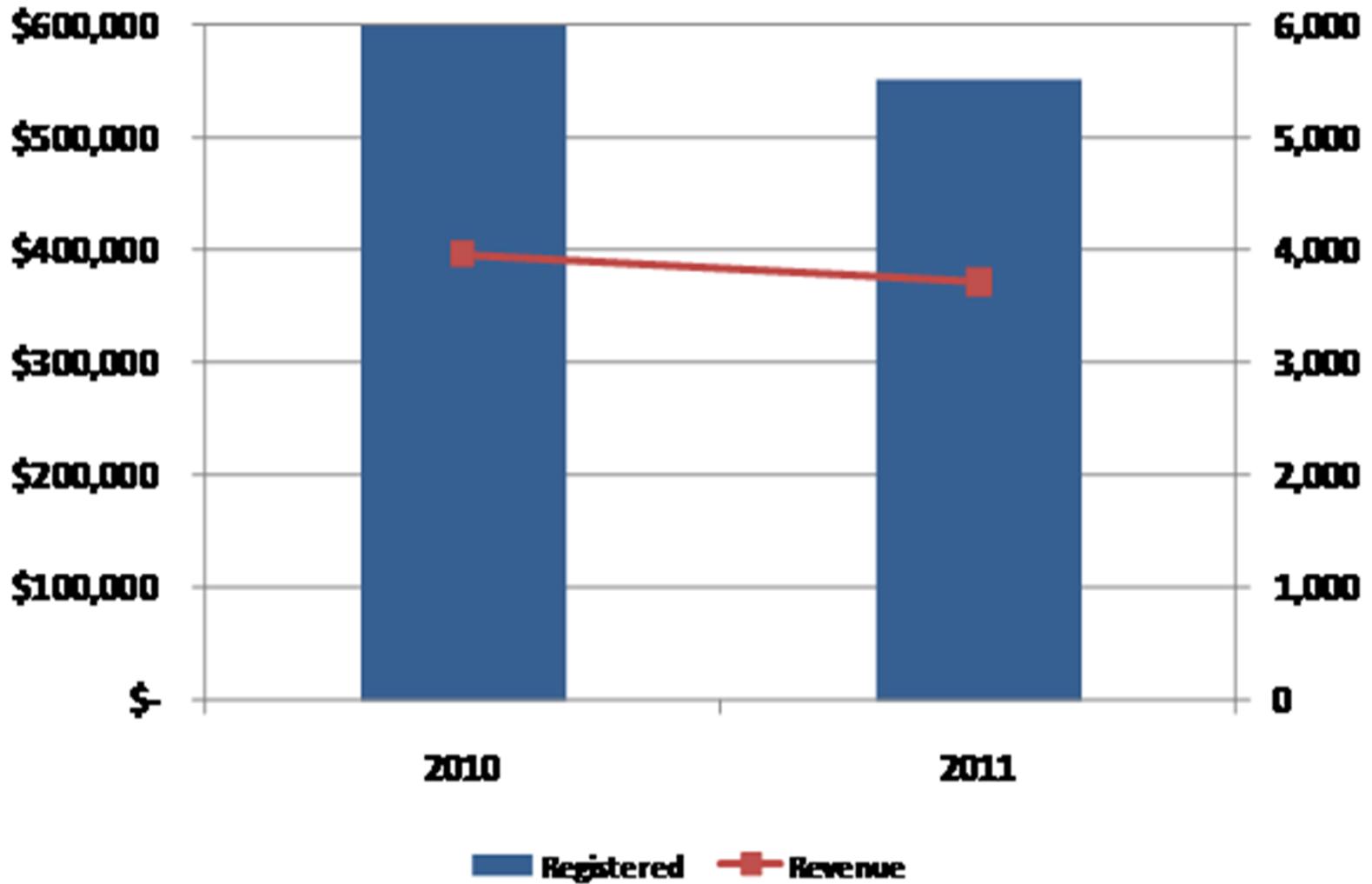


**21 page  
application**

## DNA Lab Statistics

	Days Until Assigned	% Assigned	Total Days at BCI	% Assigned
One Day	122	39%	1	0%
2-7 Days	10	3%	1	0%
8-14 Days	8	3%	1	0%
15-30 Days	19	6%	8	3%
31-60 Days	65	21%	46	14%
>60 Days	92	29%	262	82%

### Comparison of Registrations and Revenue



<b>OAKS @ SOCC</b>	<b>HRD @ Rhodes</b>	<b>OSS @ E. 5<sup>th</sup> Ave.</b>
Password reset	Benefits issues	Travel, Acc'ts payable, Vendor issues
\$28.81 sq.ft.	\$7.60 sq.ft.	\$10.50 sq.ft.
79,834/57% calls	25,389/18% calls	34,724/25% calls
4509/5.6% abandoned	4920/19% abandoned	957/2.8% abandoned
5-8 daily agents	2-3 daily agents	7-10 daily agents
11 calls/hr each agent	7.9 calls/hr each agent	4 calls/hr each agent
2:20 aver. call time	2:58 aver. call time	5:51 aver. call time
94% FCR (first call resolution)	U/K % FCR	93% FCR

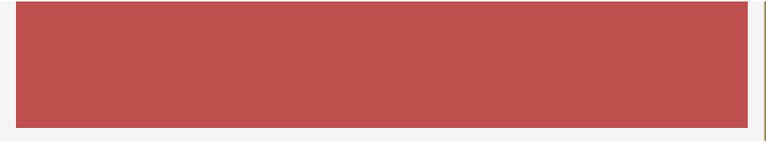
# Voice of the Employees

- Employees are closest to the work
- Feelings count
- Ideas come from employees
- A better place to work
- “Set them up for Success”
- Change can be very difficult
- Buy-in is critical
- Be aware of the “mood” and morale

# Voice of the Employees

- Ask
- Small group meetings
- One – on – one meetings
- Target surveys
- Sample surveys
- Large group surveys

**NEVER survey unless you intend to use the results!**



Remember the Customer

