

# Voices

LISTENING TO THE IMMEDIATE ENVIRONMENT

SIMPLER. FASTER. BETTER. LESS COSTLY.

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# Four Voices

- Voice of the Customer – VOC
- Voice of the Business – VOB
- Voice of the Process – VOP
- Voice of the Employee – VOE



# 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?



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# Movie Theatre Thoughts

- 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

# Voice of the Customer (VOC)

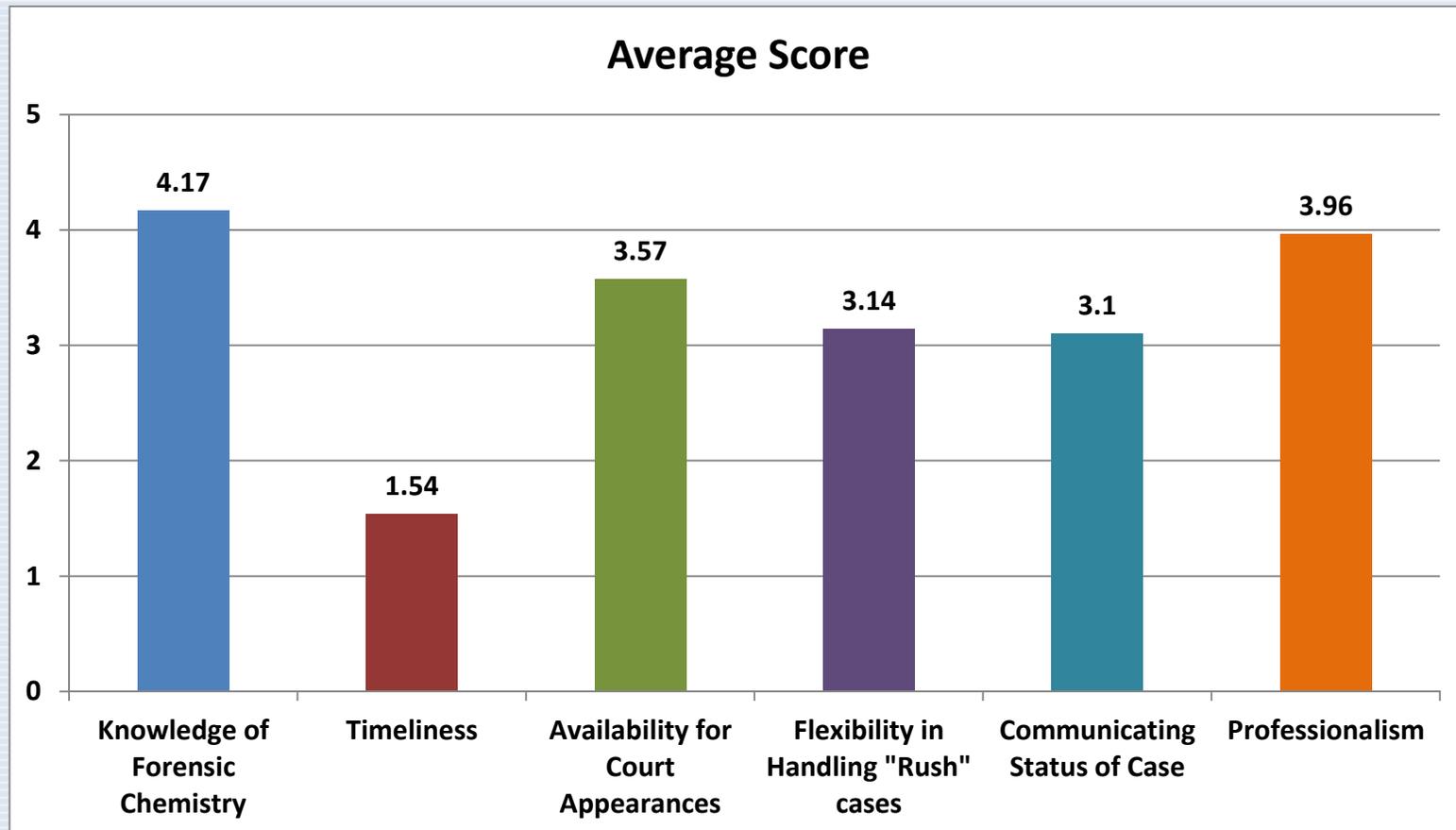
- Who are our Customers?
- What do they want?
- What are we doing that they don't want?
- What do they think of our services?
- What would they like in addition?
- Are we fast enough?
- What are their reactions staff?



# How to Get VOC

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

# Voice of the Customer (VOC)

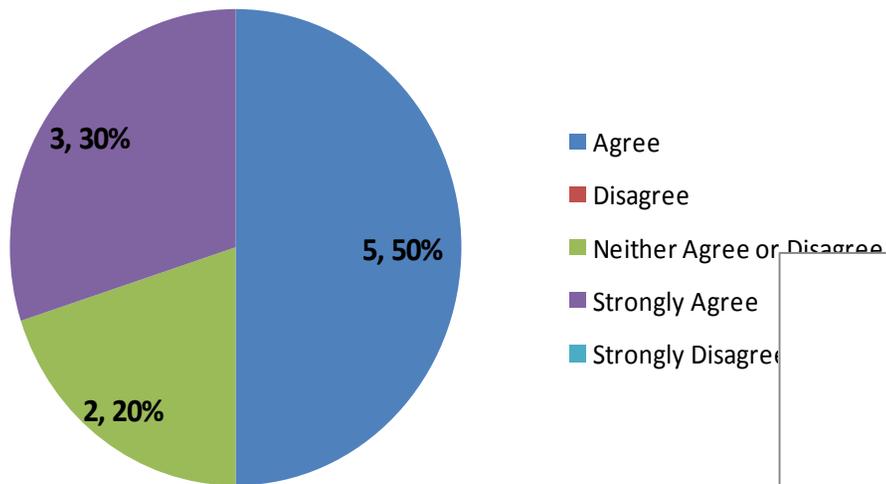


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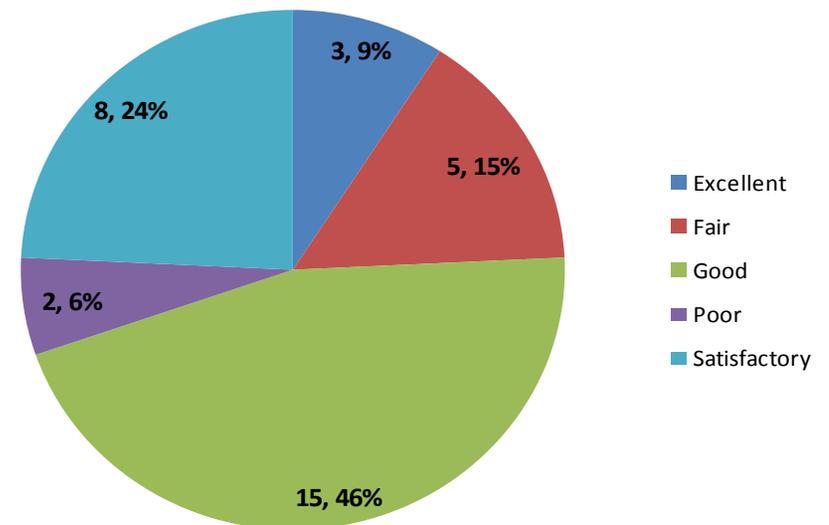
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# Voice of the Customer (VOC)

## Professional & Courteous



## Quality of Service



This pie chart shows how much pie I ate while making this chart.



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# VOC – Customer Trends

- Immediate feedback – close to the service
- Utilize social media
- Web utilization
- Raised expectations
- Want it faster
- Want it on-line





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# Voice of the Business (VOB)

- 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?

# Voice of the Process (VOP)

- 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?

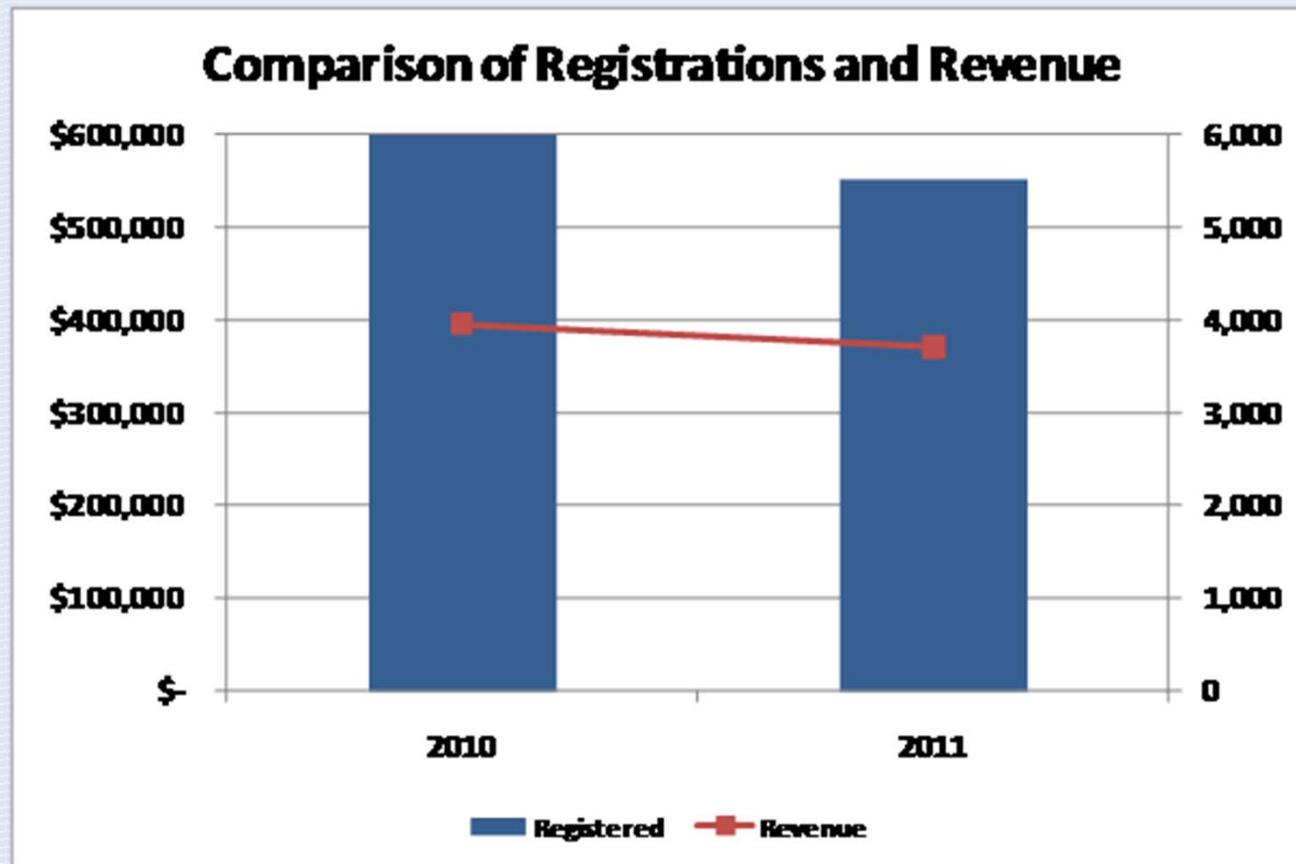
# Voice of the Process (VOP)

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%

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# Voice of the Process (VOP)



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# Voice of the Process (VOP)

OAKS @ SOCC	HRD @ Rhodes	OSS @ E. 5 <sup>th</sup> Ave.
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

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# Voice of the Employees (VOE)

- 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