

Collecting Customer Information and Feedback Planning Worksheet

- 1. Program name: _____
- 2. Service/Product: _____
- 3. Customer group: _____
- 4. Review the customer wants/requirements previously identified in the CTQ tree.
 - a. How do you know these are their wants/requirements?

 - b. What other wants/requirements that should be considered?

- 5. Based on the customer wants/requirements identified, what specific questions will you ask?
List each customer want and a possible question for it. Remember, if you are unsure of your customers' needs/wants, ask about satisfaction and importance.

<u>Customer Wants/Requirements</u>	<u>Possible Question</u>

6. What other questions will you ask?
Review the handout for other questions to consider.

7. How will you reach your customers to collect their feedback?
Consider what is feasible, practical, economical, etc. Options include focus groups, various surveys (mail, phone, in-person, etc.), comment/complaint box, etc.

8. What sample approach will you use?
You want to get a mix of customers that represent the entire group. Will you try to collect feedback from all your customers? Will you collect feedback from every 10th customer, 5th customer, etc.? How will you motivate customers to respond?

9. What other information, data, or performance measures do you have about your service/product and customers (something you already collect and do not need to ask them about)?
Data such as timeliness of services/products, # of referrals, appointment cancellations, etc. may be useful to provide more context to the new information and feedback you will be collecting.

10. What are some possible customer-related performance measures you may want to monitor based on the information and feedback to be collected?
Consider things like “% satisfied with product/service” or “% of customers who indicate they learned something new” or “response rate”.

11. How will you use this information and feedback you are collecting?
It is important to collect information that you will use. What information will the questions provide you? How can you use it to improve your service/product?