

Customer Profile Training

Mini Training Session



CONTINUOUS IMPROVEMENT

Customer Profile Training

Why Focus on the Customer?

What is in this for me?

- Makes your job easier
- Deliver what the customer needs
- Increases your job's value
- Creates awareness, alignment, and mutual change: win – win!
- Anticipate needs and trends
- Better manage customer expectations

Training Objectives

- Review continuous improvement (CI) concepts that are taught in the Introduction to CI class
- Gain awareness of the state's customer base
- Learn a tool you can use right away: develop a profile of your customer

CI Concepts

- Culture
- Customer Focus
- Data Driven Decisions

Customer Focus

Design and improve services based on the customer needs and preferences. Provide what customers need, when they need it, how they want it, and in the volume or quantity needed.

When talking about a customer or stakeholder, they are defined as anyone who is part of or effected by the process. These customers can be internal, external, and end-users.



CONTINUOUS IMPROVEMENT

Customer Profile Training

Who are your **internal** customers?

Internal customers for you could mean other divisions within your agency only. For other people, it may include customers within state government.

Who are your **external** customers?

External customers for you could mean other agencies, the public – Minnesotans, vendors, local and federal governments, or any person or entity outside of your agency or the state.

CONTINUOUS IMPROVEMENT

Customer Profile Training

What do your customers want, expect, or need?

How do you **know** what your customers want, expect, or need?

CONTINUOUS IMPROVEMENT

Customer Profile Training



Customer Name/Group: _____

Who are they? _____

What do they want, expect, or need? _____

What do you want, expect, or need from the customer in order to best help them? _____

Who or what are other resources for this customer? _____

CONTINUOUS IMPROVEMENT

Customer Profile Training

Reflection and Application

- How else can you use a Customer Profile or when should you revise it?
 - When you offer a new service or program
 - Starting a new project
 - Working with a new team or division
 - Onboarding a new team member
 - When conditions change
 - Constraints, rules, or legislation
 - Technology
 - Economic factors
 - Other

Action Items

- Share this tool with your team!
- Create a customer profile of one of your customers with your team, especially one with whom there may be existing challenges
- Keep the customer profile in a visible spot and think about it when communicating with that customer.