Gathering and Implementing Customer Feedback to Create Positive Change

WA State Government Lean Transformation Conference

Best ways to gather and implement customer feedback

Why is it important to seek customer feedback?

- So, we learn what is most important to our customers.
- Opportunity to identify what is working well and where we can improve.
- Build trust and follow-up with results and next steps.

The general steps to gather and implement customer feedback

1. Request it.
2. Review and analyze it.
3. Categorize it to determine what is most important to implement first (i.e., use a PICK chart).
4. Share it with those responsible for implementing and determine next steps.
5. Follow-up with customers with results.
6. Implement it to improve products, services, and/or processes.

Best ways to prep for the feedback

- Compensate customers for their time.
- Reach out to all your customers to ensure everyone has the opportunity to provide feedback.
- Be prepared to implement the customer feedback.
- Take time to plan objectives and questions before seeking customer feedback. Work with customers to define objectives and questions.
- Be prepared to adjust your questions to achieve objectives.
- Always consider," Who isn't in the room?" when decisions are being made. Seek input from the individuals who are not in the room.
- While the process for seeking customer feedback does not have to be complicated, it does need to be intentional.

Tips and advice

- Stay curious
- Be vulnerable

- Be intentional
- Be empathetic

Things to avoid

- Asking customers for feedback without a clear and intentional path forward about how you will act on the feedback.
- Asking for customer feedback to simply check a box.

- Asking for and not acting on customer feedback.
- Ignoring and/or not trying to understand customer feedback.
- Lack of follow-through.

Washington Resilience Group lessons learned – Gathering and implementing customer

- Without the right leadership support, you can do more harm than good.
- Be willing to put in the time and effort – some of the recommended changes may take longer than you expect.

- Change will always be easier to make as a single agency, but more impactful when the changes are multi-agency.