I. General Information:
   Lead agency name: Liquor and Cannabis Board

   Improvement project title: Customer Status on Procurements

   Date improvement project was initiated: 11/16/2015

   Project type: New Project

   Project is directly connected to: If applicable, specify the alignment:
   ☐ Results Washington performance measure
   ☐ Agency Strategic Plan
   ☒ Other Voice of the customer

   Report reviewed and approved by: Jim Morgan

II. Project Summary:
   The Liquor and Cannabis Board improved quality of customer status updates, resulting in reduced time spent updating the customer.

III. Project Details:
   Identify the problem: The program is spending over 150 minutes per month on unplanned customer status updates.

   Problem statement: Contracts: Currently we are spending 25 minutes a month on unplanned status updates for contracts, compared to our target of 12 minutes a month, which we want to reach by December 31, 2016.
   Facilities: Currently we are spending 125 minutes a month on unplanned status updates for facilities, compared to our target of 62 minutes a month, which we want to reach by December 31, 2016.

   Improvement description: After completing analysis and root cause, we found that the status updates we were providing were not sufficient for the customer. We improved the quality of the initial communication, developed customer expectations and shared the developed milestone communication points. In addition, the program implemented face-to-face consults for formal procurements to ensure initial communication was meaningful to the customer and allowed them to feel heard within the first week of their request.

   Customer involvement: During development of template communications, several customers were asked to review the changes and provide input. A tutorial PowerPoint presentation was created and sent to customers showing the process and how to self-help if they desired.

IV. Impact to Washingtonians:
By increasing and improving communication and decreasing the number of unplanned status requests, we are able to increase speed to market on formal procurements.

We decreased unplanned customer status updates by 45 minutes per month.

We improved our customer communication process and templates.

V. Project Details:

<table>
<thead>
<tr>
<th>Improved process as measured by: (Click those that apply)</th>
<th>Specific results achieved: (Complete the narrative boxes below)</th>
<th>Total Impact: (Actuals; Current Reporting Period)</th>
<th>Results status:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☒ Time</td>
<td>Decreased unplanned customer status updates from 150 minutes per month to 105 minutes per month.</td>
<td>10/16-12/16</td>
<td>Preliminary</td>
</tr>
<tr>
<td></td>
<td>Increased time between unplanned customer status updates from 7 days to 14 days</td>
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<tr>
<td></td>
<td>Decreased number of repeat unplanned customer status updates from 2 to 1.</td>
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</tbody>
</table>

VI. Contact information:

Name: Rachelle Amerine  e-mail: Rachelle.amerine@lcb.wa.gov
Phone number: 360-664-1733 or cell 360-545-7657
VII. Optional Visuals:

**# of status requests**

![Bar chart showing the number of status requests from October 2016 to June 2017.](image)

**Avg days between status updates**

![Bar chart showing the average days between status updates from October 2016 to June 2017.](image)

**Avg status updates per request**

![Bar chart showing the average status updates per request from October 2016 to June 2017.](image)
**Total Time by type**

- Other procurement activities time
- Facilities time
- Direct buy time

**Total time status reporting**

**Type of status requests 2016-10**

- other
- Direct Buy
- Formal Procurement
- Maintenance
- Surplus
- Security

**Types of status requests 2016-11**

- Direct Buy
- Maintenance
- other
- Surplus