

Step 2:

Pinpoint customers'
priorities

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How to Find Meaningful Measures For **HARD TO MEASURE TEAMS**


Your notes:

Step 2 finds 1 to 3 outcomes of highest important to customers

6 to 12 “attributes of service”



1 to 3 priorities



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How to Find Meaningful Measures For **HARD TO MEASURE TEAMS**

Your notes:

Step 2.1: What matters most to customers?



“What’s most important to you when you _____?”

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Your notes:

Step 2.1: What matters most to customers?

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Your notes:

Step 2.1: What matters most to customers?

1. the information is useful to me
2. practical steps and techniques
3. enough time to learn and practice
4. ease of implementation in my organisation
5. tools to assist implementation
6. easy to understand concepts
7. examples I can relate to
8. engaging my organisation to apply it

Try to keep customers' language!


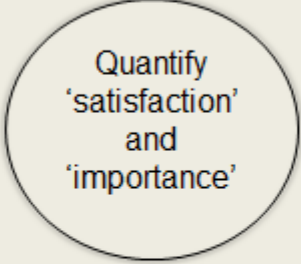

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Your notes:

Step 2.2: How well is the team doing these things?



Quantify 'satisfaction' and 'importance'



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Your notes:

A guideline* on sample sizes...

Total number of customers	Expected average rating on 7-point scale (from pilot test)	Majority of values range over ratings...	Estimated samples size for 95% confidence	Adding a buffer for non-response
100	3.8	3 to 5	45	49
100	3.8	2 to 6	65	72
100	5.5	5 to 6	27	30
100	5.5	4 to 7	50	55
1000	3.8	3 to 5	73	80
1000	3.8	2 to 6	151	165
1000	5.5	5 to 6	35	39
1000	5.5	4 to 7	90	100

*DEFINITELY a guideline only – there is some lovely mathematics behind these numbers!

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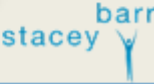


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Your notes:

Step 2.2: How well is the team doing these things?

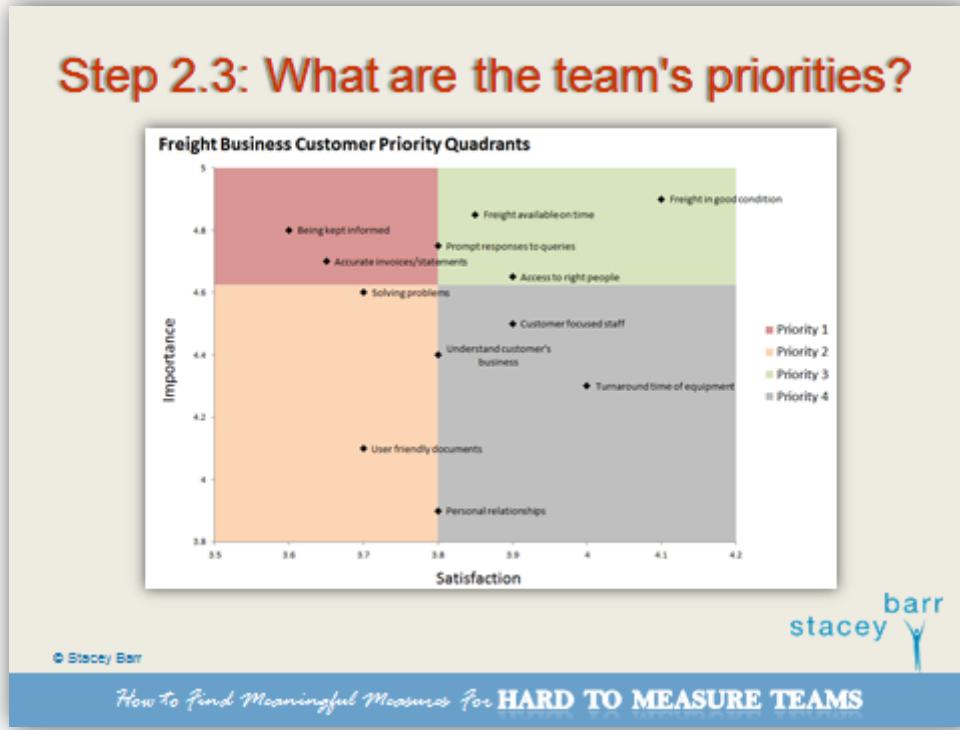
		Overall, how satisfied are you with the service we provide to you?																
		1	2	3	4	5	6	7	n/a									
		Not at all							Completely	Don't know								
		How important is this to you?							How satisfied are you with how we currently do this for you?									
		1	2	3	4	5	6	7	1	2	3	4	5	6	7	n/a		
		Not at all							Completely	Not at all							Completely	Don't know
1.	Your freight arriving in good condition																	
2.	Your freight available on time for collection																	
3.	Being kept informed about freight status																	
4.	Prompt responses to your queries																	
5.	Accurate invoices/statements about your shipments																	



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Your notes:



Your notes:

More examples...

- **Software development team**
 - End users
- **Administrative support team**
 - Managers
 - Project officers
- **Compliance team**
 - Executive team
 - Managers
 - Staff

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Your notes:
