

Take Your Dog to Work Day: Identifying and Understanding Your Customers

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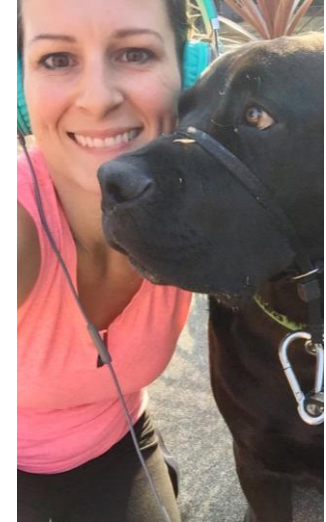
Meet Your Presenters



- DOL Senior Research Analyst specializing in motorcycle & young driver data
- Joined DOL in 2016
- Certified Green Belt
- An avid fisherman & father of 2
- With "Shae Vizla"



- DOL Business Architect specializing in ecosystem modeling, capabilities modeling, and customer experience
- 2-time boomerang DOL employee
- An amateur artist, pianist, DIY-er & mom of 2
- With "Royal Scratchy-Pants"



- DOL Improvement Manager with a passion for improving customer experiences in Government
- Joined DOL in 2006
- A lover of coffee and audiobooks, and mom of 2
- With "Thunder", a 130 pound Italian Mastiff

Background

How many ~~minutes~~ visits does it take to get a CDL?



Today's session



Do you know...

How to identify your customers?

When to include your customers' voice?

Your customers' **needs and wants**, and understand their **perspective**?

A Human-Centered Approach

How do we consider customer experience within our process improvements?

- **Look** from a perspective of outside-in
- **Develop personas** to empathize with customers and understand their unique needs
- Use tools to help you **identify your customers** and **when to include their feedback**

Customer Experience (CX)

CX Defined: “How customers perceive their interactions with your company.”

– Forrester

CX happens every time a customer interacts with your organization – its employees, services, or devices.

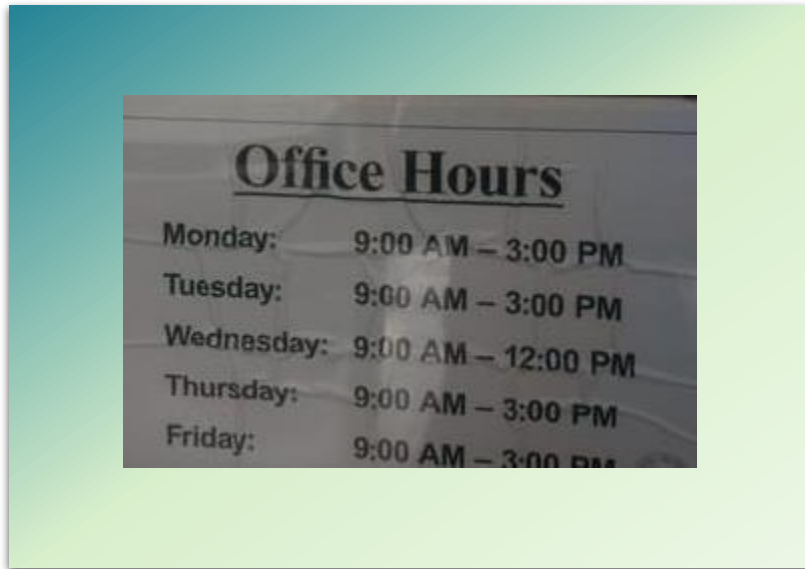
How do we understand our customers' experience?



Customer Experience: Understanding Outside-In is the Key



Inside-In or Outside-In?



Inside-In

Focus is on internal processes, systems, tools, and products.

Outside-In

Focus is from customer's perspective and processes, tools, products, and decisions are made based on their needs.

Take Your Dog to Work Day

Your organization is considering a new engagement initiative, Take Your Dog to Work Day (TYDTWD). You've been invited to participate in an exercise to identify our impacted customers and stakeholders for this initiative.

- At headquarters building as a pilot
- Only dogs
- Dogs must have current vaccinations



Who is involved?

Customers:
Receiving a
product or service

Stakeholders:
Impacted by
changes we make

Partners:
Participate in or
support changes

Discussion: Who is impacted, and what category do they fit in?

Customers:

Receive a product or service

- Cat loving employees
- Dog loving employees
- People with pet allergies
- Employees with a phobia of dogs
- Other building tenants
- Café in building

Stakeholders:

Impacted by changes we make

- Visitors to building
- Maintenance & Janitorial Staff
- Campus grounds maintenance
- Security for parking garage
- City of Olympia
- Human Resources
- Colleagues and internal teams
- Supervisors

Partners:

Participate in or support changes

- Veterinarians
- Pet Stores
- Union

Persona Worksheet

Persona Name:		
Sketch:	Goal: Goal	
	Saying: Saying	Doing: Doing
About:	Feeling: Feeling	Obstacles: Obstacles

Exercise: Build a Persona

- Build a persona that represents a customer type (5 mins)
- Introduce us to your Persona!

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Partners:

Participate or support in implementation changes

- Veterinarians
- Pet Stores
- Union

Personas

A fictitious person who represents a segment of your population.



Jack, e-permitting user



BACKGROUND

Title :

The Finance and Insurance Manager

Organization Size :

Payroll was \$3.8 million with 67 employees

Industry :

Car dealership



JOB ROLE

Reports To :

The General Manager

Responsibilities :

- Print out the sales or lease contract and make sure that the buyer's financing is in order.
- Present and arrange dealership financing.
- Offer customers a number of additional products and services for purchase

such as extended warranties, paint protection, LoJack or a car alarm system. These items can be very profitable for the dealer.

- Seek new lending institutions and maintain good working relationships to secure competitive interest rates and financing programs.
- Process financing and leasing deals accurately and secure approval through the proper

federal, state and corporate channels.

- Understand and comply with federal, state and local regulations that affect the new and used-vehicle and finance departments.
- Create and maintain a program with the sales department that will ensure all new sales are referred to the F&I department.
- Train and provide the sales team with information on

Got Voice?

Who are you listening to?

Who are they?

- Customers
- Stakeholders
- Partners

Where are they?

- Are they a part of your organization?
- Are they external?

Got Voice?

How are they impacted?

- Directly
- Indirectly

What is a direct impact?

If this process potentially will change:

- How they do it
- What they receive
- What is expected of them

Got Voice?

Do you need their input?

- Do they have information integral to the process?
- Intangibles?

Can you take action on their opinion?

- What's in your power to change?
- Bound by law?

Got Voice?

How can you engage with them?

- Invite to the team
- Communication plans
- Get Voice!

How can you gather information?

- Surveys
- Questionnaires
- Interviews
- Focus Groups
- Gemba Walk



Are they internal to your organization?

YES

Will the change have a direct impact on them?

YES



NO

Are they a Stakeholder / Partner?

YES



NO

Do you need their input?

NO



NO

Will they be directly impacted by this change?

YES

YES

Get Voice!



NO





Every time.

WHAT'S
NEXT



- ✓ **Today:** Who's it gonna be?
- ✓ **This week:** Create a persona
- ✓ **This year:** Get Voice

Thank You!

