

Balancing the Expectation & Fulfillment

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Discussion Points

Expectation

Clarification

Understanding

Agreement

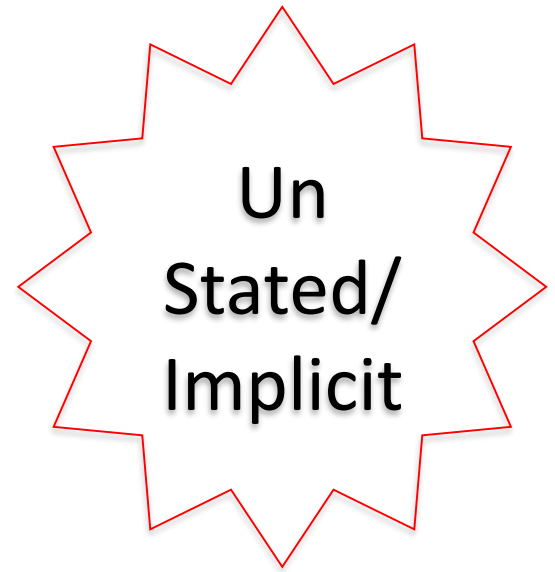
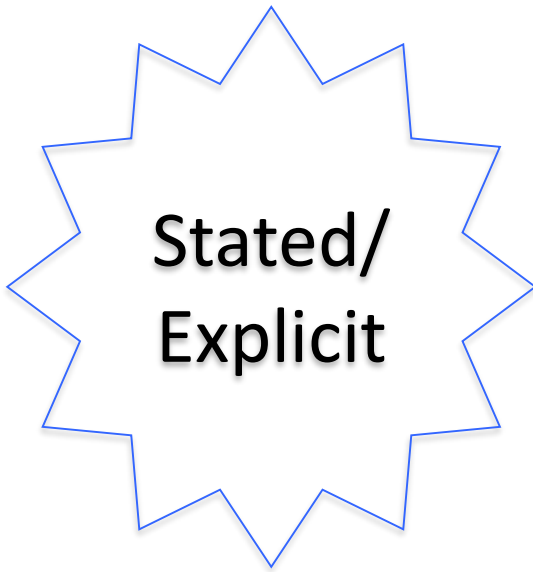
Delivery

Feedback

Actions

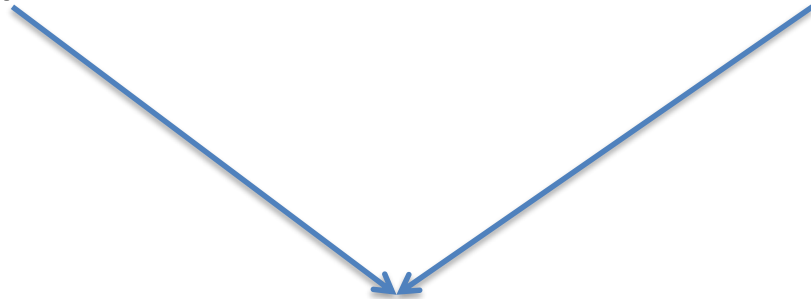
Benefits

Tools & Techniques



Documented

Not Documented

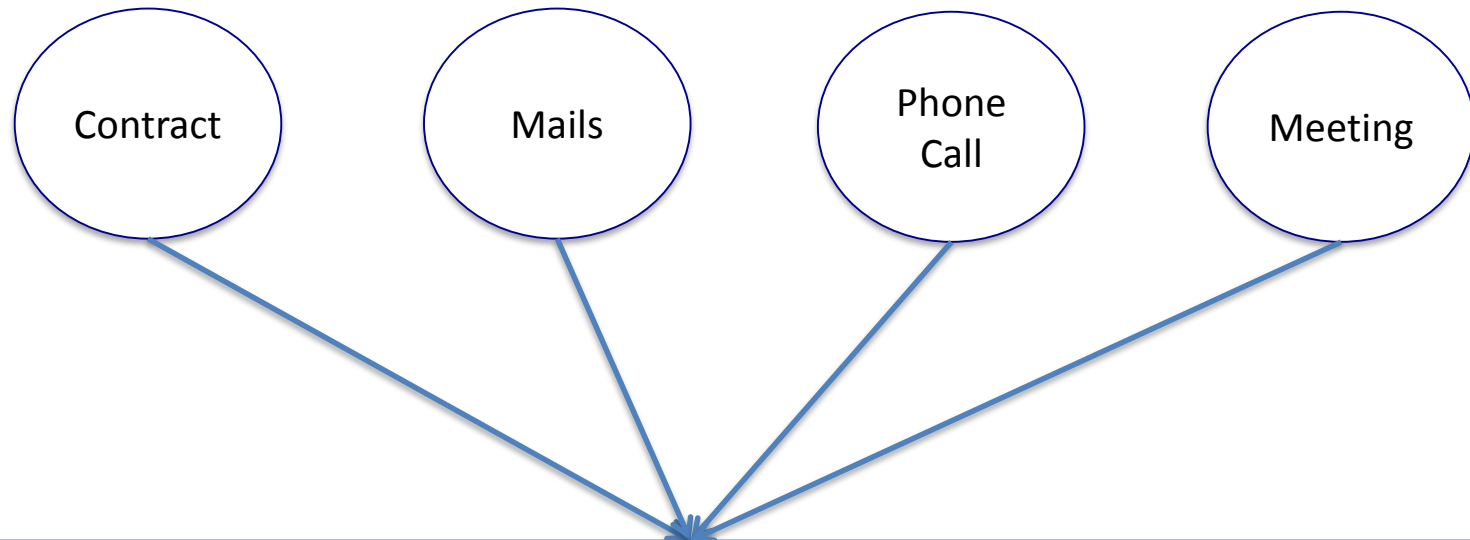


Customer Expectations



Voice of Customer

Process of capturing, understanding and clarifying Customer Expectations, Preferences and Aversions



VOICE OF CUSTOMER TABLE					
Requirement (What)	Reason (Why)	Location (Where)	Time (When)	Means (How)	Clarification & Agreement
1					
2					
3					
4					

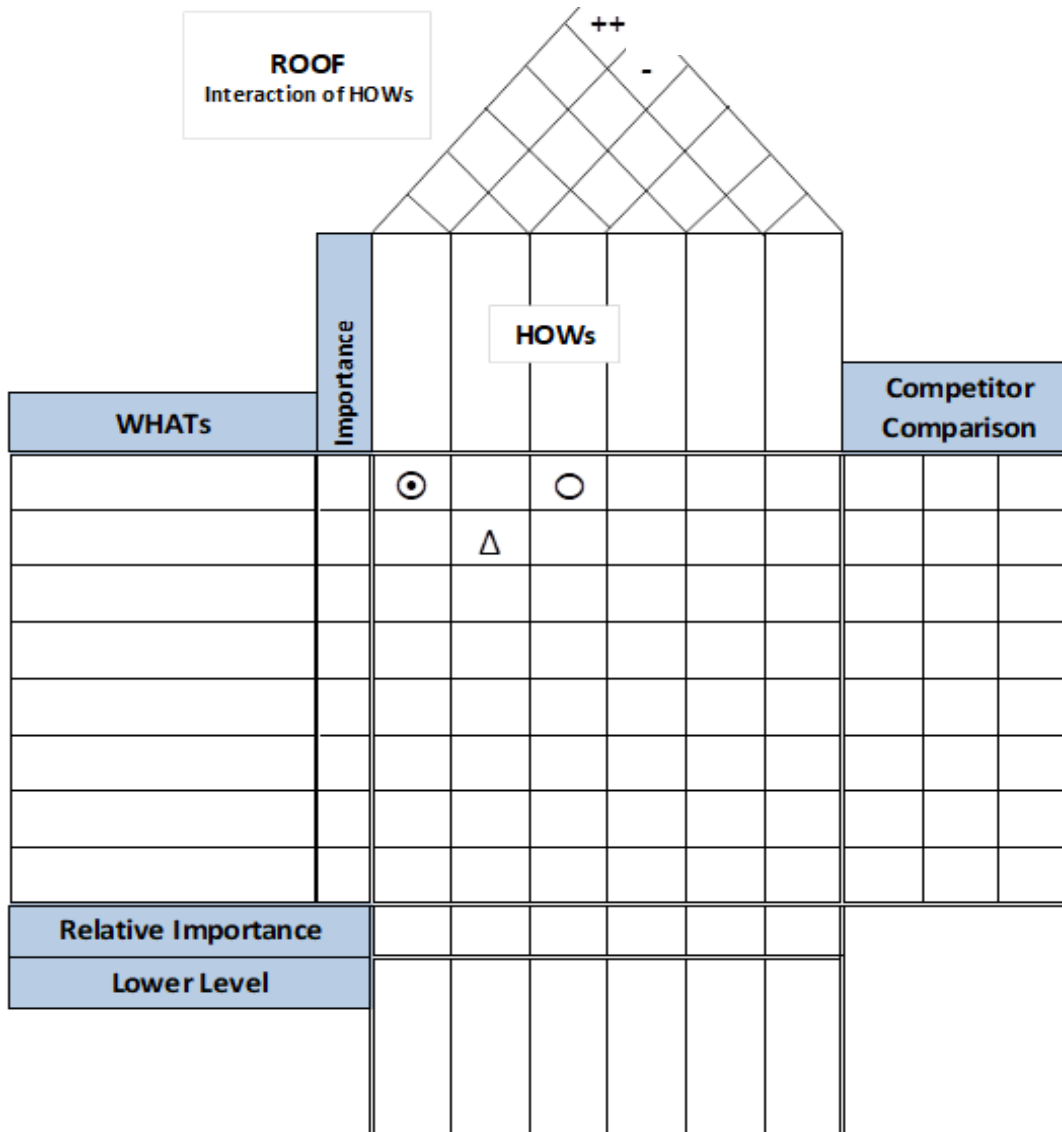
Voice of Customer – Payment Requirements

Voice of Customer Table

Voice of Customer Table							
		Voice of the customer					
ID	Who	Voice	What	When	Where	Why	How
1	Registered Users	Convenience of Bill Payment at home	Avoid the trouble of physical Bill payment	As per billing cycle	At respective payment counter	Not enough time	Online Payment
		Application to be run on standard browsers	Application to be run on IE or NS		From any location which has internet		Java
		Electricity, water, telephone	At fixed frequency	As per billing cycle			
		Secure txn. Using credit cards				To avoid the misuse of credit cards	Digital certificate

Quality Function Deployment

Method to translate Customer Requirements to Product, Design, Production and Deployment Requirements

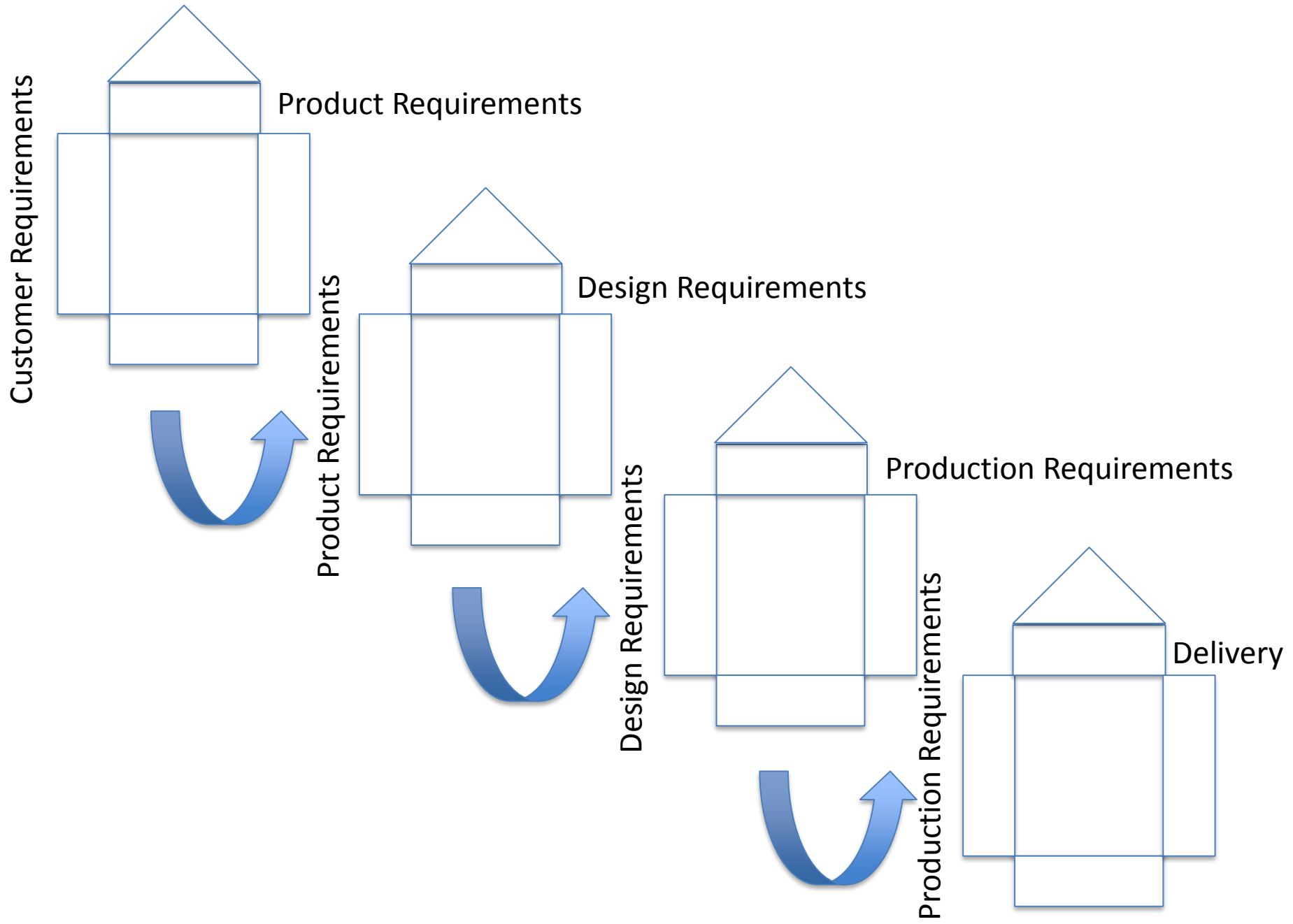


Roof Ranking System	
++	Strong Positive
+	Positive
	None
-	Negative
--	Strong Negative

Body Ranking System		
⊙	Strong	9
○	Moderate	3
△	Weak	1
	None	0

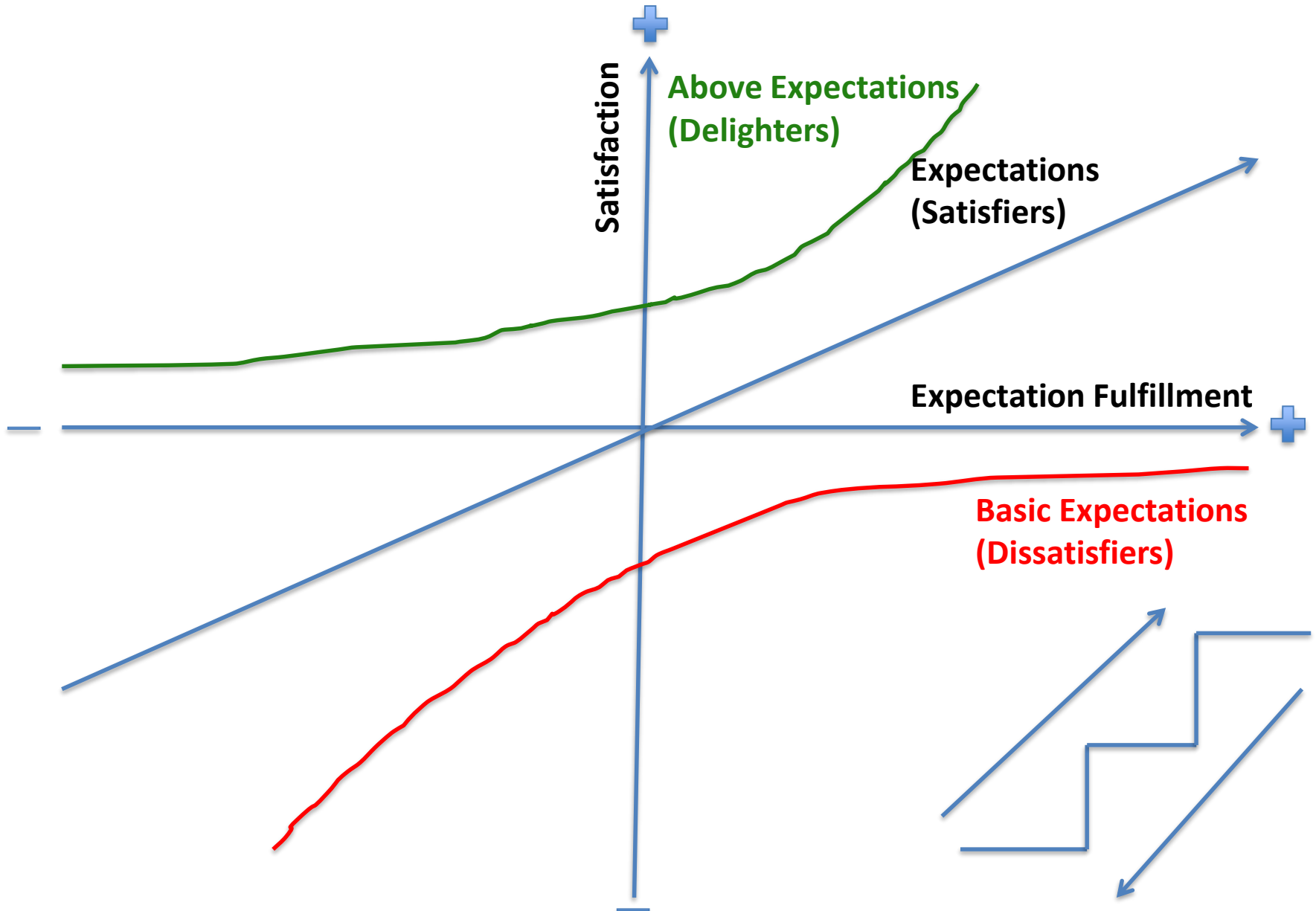
House of Quality

Customer Expectation to Delivery



Kano Analysis

Process of classifying customer preferences



Customer Feedback

Mechanism

Formal Customer Satisfaction Survey

Face to Face Feedback

Business Review Meetings

Informal Customer Meetings

Social Medias

Scale

1 2 3

1 2 3 4 5

1 2 3 4 5 6 7

1 2 3 4 5 6 7 8 9 10

Each Rating has Verbatim

Measurements

Response Rate

Average Rating

% of Satisfied Customers

% of Top & Bottom Customers

Customer Value Index

Net Promoter Score

Customer Experience Index

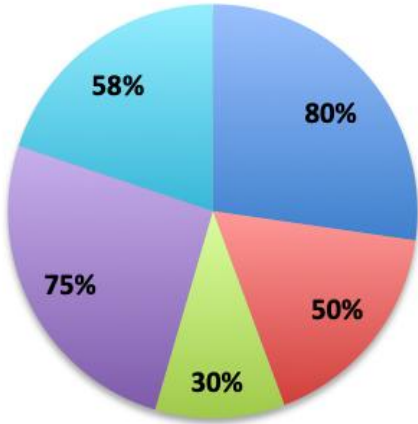
Customer Experience Index = f (Satisfaction, Value, Relationship & Loyalty)

NPS (Net Promoters Score):
% of Promoters - % of Detractors

NPS Question (to measure Loyalty): Do you recommend us to the competition?, Scale: 1-10,
Promoters Rating: 9&10, Detractors Rating: 6&Below

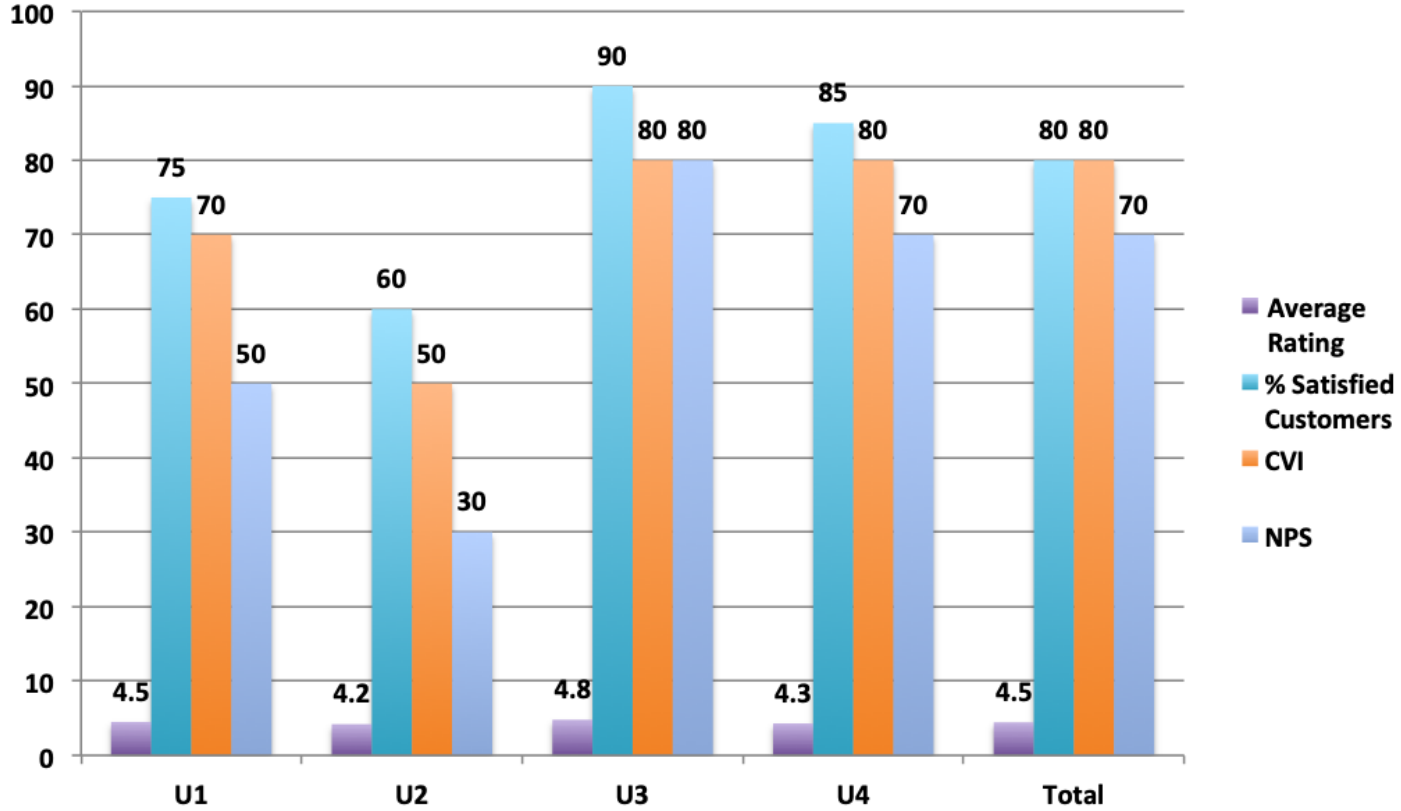
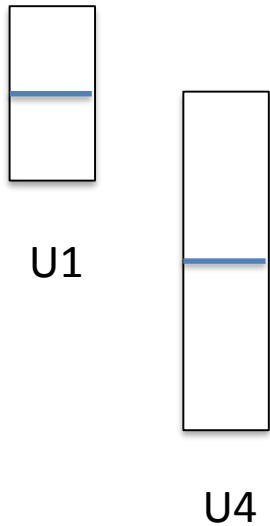
Interpretation of Feedback Results

% Response

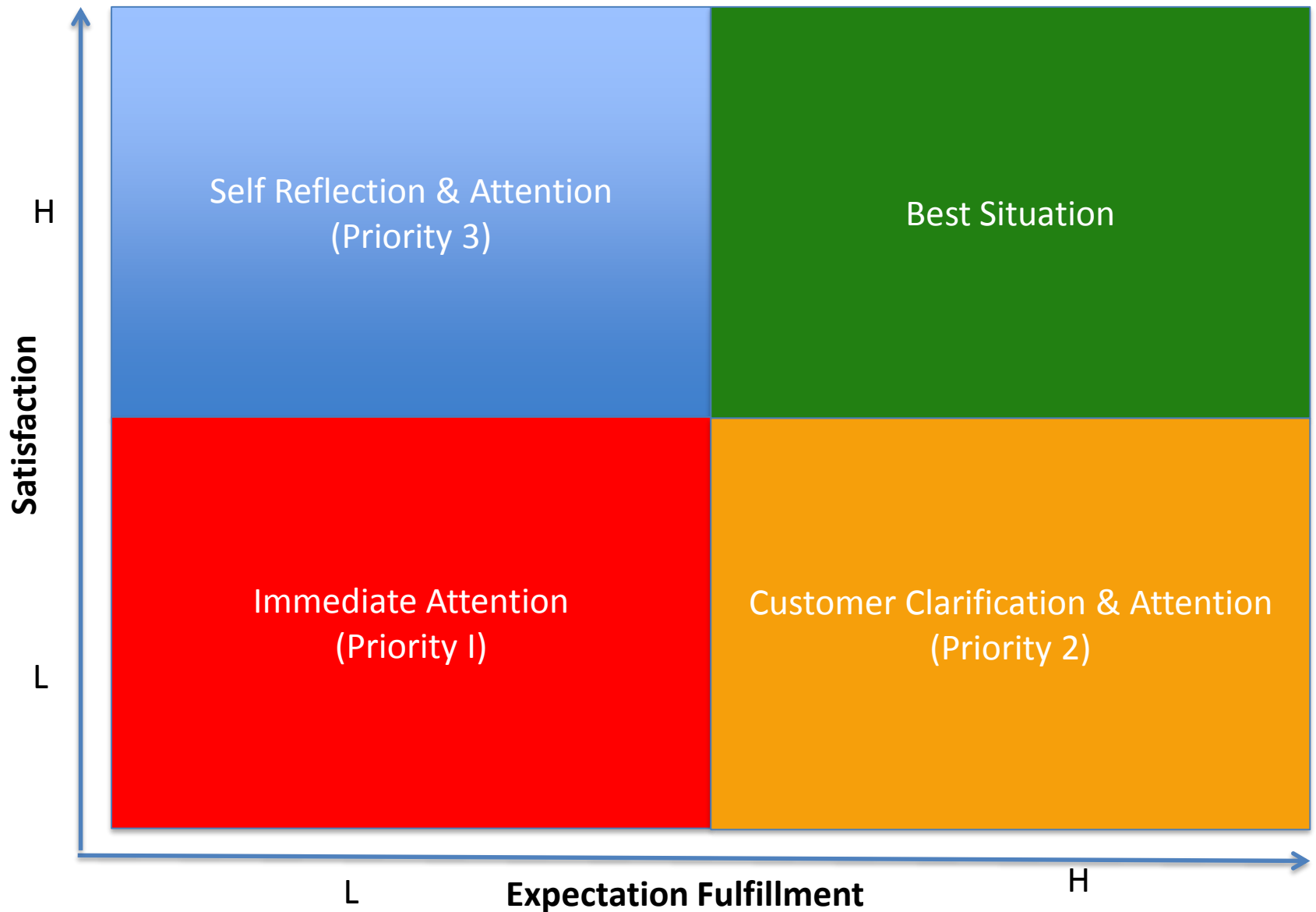


- U1
- U2
- U3
- U4
- Total

Unit	Surveyed	Responses	% Response	Average Rating	% Satisfied Customers	CVI	NPS
U1	10	8	80%	4.5	75	70	50
U2	16	8	50%	4.2	60	50	30
U3	30	10	30%	4.8	90	80	80
U4	40	30	75%	4.3	85	80	70
Total	96	56	58%	4.5	80	80	70



Actions Through Cluster Analysis



Customer Centricity

Stated/Explicit/Documented

Customer Values

Customer Experience



CUSTOMER CENTRICITY

Unstated/Implicit/Not Documented

Customer Satisfaction

Customer Delight

CUSTOMER SATISFACTION

CUSTOMER DELIGHT

CUSTOMER PARTNERSHIP

“Meets the purpose”

“Meets the purpose with noticeable benefits”

“Meets the purpose, with noticeable benefits & Consistent Pleasant Experience”

Business Benefits & Interpretation

		Customer Satisfaction	
		H	L
Revenue Growth	H	Preferable Situation	Good Relationship Monopoly Good Sales Engine
	L	Inappropriate Survey Mechanism	Not a Preferable Situation

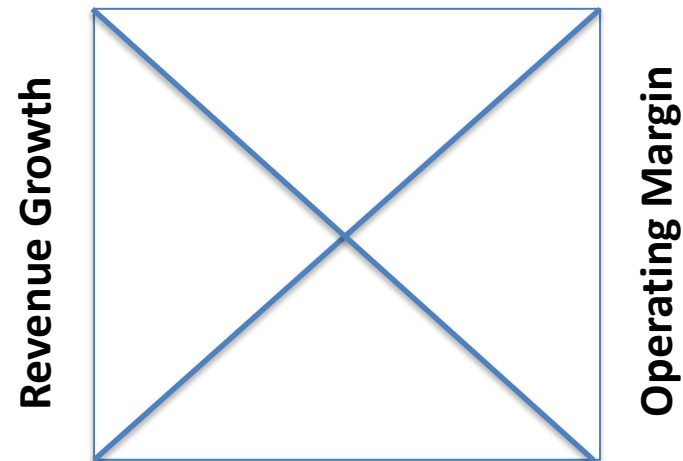
		Customer Satisfaction	
		H	L
Operating Margin	H	Preferable Situation	Compromised Effort & Cost
	L	High Effort & Cost	Not a Preferable Situation

These relationships will directly affect the **People Satisfaction** & Vice Versa

Profitable Business Growth Through Satisfied Customers & People



Customer Satisfaction



People Satisfaction



Great Reference ability

Thank You

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