

# Customer Focus Assessment Tool

## Introduction

**Customer focus** addresses how an organization:

* Listens to the voice of its customers
* Builds customer relationships
* Determines their satisfaction, and
* Uses customer information and feedback to improve and identify opportunities for innovation or improvement.

**Customers** are the direct recipient of a product or service. Throughout an organization, different areas may have different customers. For some it may be community groups and for others it could be employees internal to the organization. Whomever one’s customers may be, the components of a customer-focused culture remain the same.

The **Customer Focus Assessment Tool** is meant as a guide to help Minnesota Department of Helath programs better understand what they do well and what they could do better in regard to **customer focus**.

## Instructions

This tool divides customer focus into **six components**. You are asked to rank how much the **your work** **area practices each component** by responding to the questions. The questions provide examples of what it could look like to practice the component, and are not all-inclusive. Please do not take more than 10 minutes to complete this tool.

### Tips for Completing this Tool

* Keep in mind you represent your work area (program, unit, or section). Answer the questions based on your work area as a whole.
* “Customer” may be a term you are not used to using. This is okay! Remember that “customer” refers to the direct recipient(s) of your products and services.

If you have any questions about this tool, the project, or customer focus in general, please contact the MDH Center for Public Health Practice by phone (651-201-3880) or email ([health.ophp@state.mn.us](mailto:health.ophp@state.mn.us)).

**Thank you for your participation and contribution to the MDH Quality Council Customer Focus Project!**

## 1. Information about You

**Name (optional)**:

**Email (optional)**:

**Division**:

**Section**:

**Unit or Program**:

**Role**:  Manager/supervisor

Lead worker

Employee

Other:

## Components of a Customer-Focused Culture

### 2. Customer-Oriented Structures and Guidance

**To what extent is your work area guided by the following *customer-oriented structures*?**

| Customer-Oriented Structures and Guidance | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| Customer-focused vision, mission, or values |  |  |  |  |  |
| Customer-related performance measures |  |  |  |  |  |
| Customer service is inserted and a part of planning |  |  |  |  |  |
| A specific customer focus plan |  |  |  |  |  |
| There is an attitude reflected in the work climate toward at least meeting customer expectations |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 3. Leadership Commitment to Customers

**To what extent does the *leadership* in your work area demonstrate the following *commitment to* *customers*?**

| Leadership Commitment to Customers | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| Leadership encourages customer engagement |  |  |  |  |  |
| Leadership empowers employees to meet customer needs |  |  |  |  |  |
| Leadership supports customer-focused training |  |  |  |  |  |
| Leadership recognizes employees for their commitment to customers |  |  |  |  |  |
| Leadership sets clear expectations related to customer-focus |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 4. Customer-Focused Systems and Processes

**To what extent does your work area have the following *customer-focused systems and processes*?**

| Customer-Focused Systems and Processes | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| There are outlined customer service standards |  |  |  |  |  |
| Processes and services are designed with a focus on customer service |  |  |  |  |  |
| All employees in the work area follow the same guidance when it comes to customer focus |  |  |  |  |  |
| There is a clear process for managing customer complaints |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 5. Customers are Understood

***Within the last year*, to what extent has your work area practiced the following in order to *understand its customers*?**

| Customers are Understood | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| Customer groups have been identified |  |  |  |  |  |
| Our customer-focus efforts are prioritized to key products and services |  |  |  |  |  |
| Customer needs are identified |  |  |  |  |  |
| Customer requirements and expectations are identified |  |  |  |  |  |
| It is well-understood what is important to our customers |  |  |  |  |  |
| The customer experience is regularly evaluated |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 6. Customers are Engaged

***Within the last year*, to what extent has your work area practiced the following in order to *engage its customers*?**

| Customers are Engaged | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| Customer information is proactively sought |  |  |  |  |  |
| Customer feedback is proactively sought |  |  |  |  |  |
| Customers are actively engaged in the design of new products and services |  |  |  |  |  |
| When issues arise, we consult with customers to help identify the best solutions for everyone |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 7. Customer Information and Feedback is Shared and Used

***Within the last year*, to what extent has your work area practiced the following in order to *share and use customer information and feedback*?**

| Customer Information and Feedback is Shared and Used | Routine practice | In progress | Just beginning | Not at all | I don’t know |
| --- | --- | --- | --- | --- | --- |
| Customer information and feedback is analyzed |  |  |  |  |  |
| There is an ongoing effort to communicate customer information and feedback |  |  |  |  |  |
| Customer feedback is used to identify opportunities for improvement |  |  |  |  |  |
| Customer needs and requirements are a driver of new product and service development |  |  |  |  |  |
| We work to improve the customer experience based on the areas important to customers |  |  |  |  |  |
| There is an ongoing effort to communicate actions taken as a result of customer-focus efforts |  |  |  |  |  |

(Optional) **If you have other examples of what your work area has/does that you think demonstrate the practice of this component, please share them below**:

### 8. (Optional) What else would you like to tell us about your work area and its customer focus?

## References

[Customer Focus](http://www.health.state.mn.us/divs/opi/qi/customerfocus/) (Minnesota Department of Health), 2016.

[Customer Satisfaction: Improving Quality and Access to Services and Supports in Vulnerable Neighborhoods. What the Research Tells Us (PDF)](https://www.cssp.org/publications/constituents-co-invested-in-change/customer-satisfaction/customer-satisfaction-what-research-tells-us.pdf) (Center for the Study of Social Policy), 2007.

IDEA: Customer-focused Government. A State Government Performance Review (Prepared by Berk & Associates), 2011.

[Creating Value and Stakeholder Benefits: Customer-Focused Practices of Baldrige Award Recipients (PDF)](https://www.pomsmeetings.org/ConfProceedings/001/Papers/QM-07.1.pdf) (K. Seiders), 2003.

[Self-Assessment Tool for Customer Service Excellence](http://www.gaportal.org/resources/detail/self-assessment-tool-for-customer-service-excellence) (Customer Service Excellence via Governance Assessment Portal), 2009.

[World-Class Courtesy: A Best Practices Report](http://govinfo.library.unt.edu/npr/library/papers/benchmrk/courtesy/chapter2.html) (National Performance Review), retrieved 2016.

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April 2018

To obtain this information in a different format, call: 651-201-3880.