

Customer Focus: Focus Group Notes Template

Introduction

1. Any questions/clarification?

Customer-Oriented Structures Guide Work

2. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
3. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Leadership Commitment to Customers

4. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
5. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Customer-Focused Systems and Processes

6. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
7. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Customers are Understood

8. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
9. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Customers are Engaged

10. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
11. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Customer Information and Feedback is Shared and Used

12. What is going well?
 - a. What examples can you share?
 - b. How do you do/use that?
13. What is not going well?
 - a. What could be causing that?
 - b. What barriers exist blocking your ability to be customer-focused routinely?

Overall Results Most Routinely Practiced or In Progress

14. What would you need in order to be able to do these better (or more routinely)?

Overall Results Just Beginning or Not at All Practiced

15. What would you need in order to be able to do these (or practice these) at all (slightly or just start to do)?
[this is trying to get at needs, which is key for us to get]

Ending question

16. (Round Robin) Of everything discussed today, what sticks out most to you?

Closing

17. What did we miss? What should we have talked about or asked but didn't?

Evaluation Questions (as appropriate and if times allows)

18. This is the [first] in a series of focus groups across MDH – what advice do you have for how we can improve? (plus/delta)
19. The Customer Focus Assessment Tool (the pre-focus group survey you took) is a new tool being used for the first time for this project:
 - a. What value did you find from completing it?
 - b. What would make it more valuable to you?

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