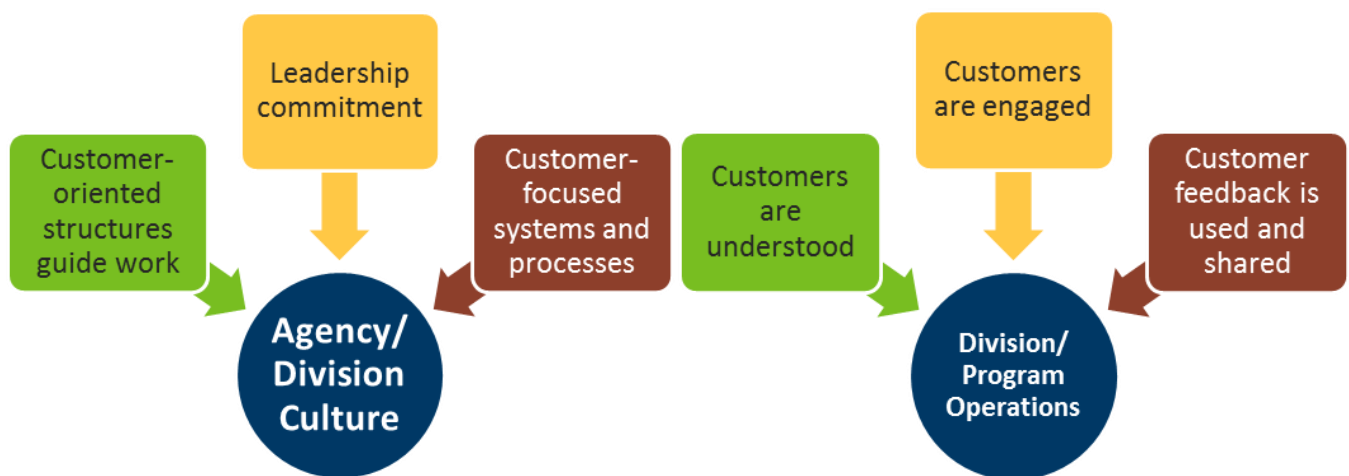


Customer Focus: Next Steps

BASED ON CURRENT STATE AND NEEDS ASSESSMENT RESULTS

Customer Focus Components

In order to simplify the recommendations of this project, the customer focus culture components are narrowed down into two overall areas of work: agency/division culture improvements and division/program operations improvements.



Current State and Needs Assessment Overall Themes

Key Themes from Focus Groups

- Identifying Customers is challenging
- Customer-focused practices are unfamiliar
- Leadership buy-in is vital
- Guidance and expectations for the agency are important

Results from Assessment Tool

- Leadership commitment ranked highest
- Customer-focused systems and processes ranked lowest

Key Needs

The current state and needs assessment results translate into the following key needs:

Agency/Division Culture

- Education/training
- Language/terminology consistency
- Clear guidance and expectations around customer focus
- Sharing across agency
- Employee empowerment

Division/Program Operations

- Identifying customers
- Meaningful customer-related metrics/performance measures
- Customer focus planning
- Prioritizing customer groups
- Understanding customer needs
- Training/tools/assistance on how to proactively seek feedback and assess customer experience

Recommended Strategies

The key needs from the current state and needs assessment results leave MDH with many strategy options to improve the customer focus culture of the agency and within divisions and programs. All things considered (MDH priorities, MDH Quality Council priorities, feasibility, capacity, ROI, division feedback, etc.), the following are the recommended strategies to pursue in 2017.

*Primary focus of 2017

1. Develop customer focus/service standards and guidance for MDH.*

2. Build awareness about customer focus; includes refining/promoting definitions/terms and building a case for their use

3. Revamp/update the MDH customer focus website with more tools and examples (may require tool development)

Future Strategies to Consider

- Create a community of practice for customer focus; integrate customer focus into the Performance Measurement User Group
- Build capacity and assist divisions/programs with customer-related performance measures

Next Steps

- MDH Quality Council is owner/developer of customer focus standards and guidance for MDH.
 - Use already scheduled MDH Quality Council meetings, starting in March 2017, to develop
- Start awareness/promotion of customer focus with launch of final customer focus standards and guidance for MDH
 - In the meantime, begin a “customer-focus spotlight” where different divisions/programs at MDH share how they are being customer-focused.
 - Start conversations with MDH communications
- As time allows, update website, especially with more examples and tools.

Potential Project Performance Measures

- % of divisions that share the customer-focus guidance/expectations
- % of divisions that participate in the customer-focus spotlight
- # of website hits

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