Customer Focus

Characterizing Business as a Need-Do Interaction

Exchange of Value (Doing Business)

Customer

Provider

Products

Services

Capacity

Capability

Price – Quality – Delivery

Cost – Defects – Time

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The Customer is a Person

Customers Pay for Something

Internal

Department Budgets Pay for goods and services to be used Internally.

External

They pay for goods and services to be Delivered on Time with High Quality at the Lowest Cost.

Remember, Customers are People
For Example: What Constitutes Good Coffee Service in a Hotel?

<table>
<thead>
<tr>
<th>Hotel Perspective</th>
<th>Customer Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Coffee</td>
<td>Hot Coffee</td>
</tr>
<tr>
<td>Clean Cups</td>
<td>Fast Line</td>
</tr>
<tr>
<td>Attractive Linen</td>
<td>Close To Restrooms</td>
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<tr>
<td>The Table Display</td>
<td>Close To Telephones</td>
</tr>
<tr>
<td>Extras (Snacks)</td>
<td>Room To Chat</td>
</tr>
</tbody>
</table>

What is

Critical to Satisfaction (CTS)
Critical to Value (CTV)

Talk To The Customer
How Customers View Certain Product Attributes (the Customer Focus)

Fundamentally there are Three Types of Attributes:
1. Threshold Attributes (what is expected by the customer)
2. Performance Attributes
3. Excitement Attributes

*KANO Analysis helps us to*
- ID Customer Needs
- Determine Performance Requirements
- Development Concepts
- During Competitive Analysis
• **Threshold Attributes:**
  - Must have to satisfy the Customer
  - Lack Of - can cause extreme Dissatisfaction

• **Performance Attributes:**
  - Will Improve Customer Satisfaction When Improved (the bigger the better)
  - The price a customer is willing to pay is related to Performance Attributes

• **Excitement Attributes:**
  - These are the Delighters (not expected)
  - Can have results on Satisfaction but their absence doesn’t lead to dissatisfaction

*Topics for Voice of the Customer (VOC) Interviews*
Customer Focus

Basics of Kano Analysis and Six Sigma – Part C

Customer Satisfaction and Enrichment Types of Attributes