

Problem Statement

Closed loop follow up is not seen as a valid use of our limited resources.

Activity 1: Diagnosis

1

Symptoms we observed:

What customers might have said:

What employees experienced:

Activity 2: Action Plan

2

People:

Process:

Technology:

Area of Opportunity

Objectives — With stakeholders, determine or reassess desired outcomes.

Objectives

Behaviors

Data Capture

Reporting

Problem Statement

Closed loop follow up has become more of a “check-the-box” activity than a meaningful exercise.

Activity 1: Diagnosis

1

Symptoms we observed:

What customers might have said:

What employees experienced:

Activity 2: Action Plan

2

People:

Process:

Technology:

Area of Opportunity

Behaviors — With stakeholders, identify specific behaviors that will achieve key objectives.

Objectives

Behaviors

Data Capture

Reporting

Problem Statement

Closed loop follow up is not giving us the actionable insights that we expected.

Activity 1: Diagnosis

1

Symptoms we observed:

What customers might have said:

What employees experienced:

Activity 2: Action Plan

2

People:

Process:

Technology:

Area of Opportunity

Data Capture — Ensure Medallia Case Management Form captures the desired measures.

Objectives

Behaviors

Data Capture

Reporting

Problem Statement

Our closed loop activity does not inform our outer loop continuous improvement processes innovation/CX Council process(es).

Activity 1: Diagnosis

1

Symptoms we observed:

What customers might have said:

What employees experienced:

Activity 2: Action Plan

2

People:

Process:

Technology:

Area of Opportunity

Reporting — Provide complete and easy to understand reporting; track results/ progress over time.

Objectives

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Behaviors

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Data Capture

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Reporting