

# Feedback to Drive Strategy

The slide features a dark blue background. At the bottom, there are two horizontal blue bars. The first bar is a solid blue rectangle. The second bar is a blue rectangle that overlaps the right side of the first bar and has a 3D effect, appearing to be a tab or a piece of paper that is slightly offset and shadowed.



Understand your  
Business and the  
Customer Experience

## Suppliers

Other stakeholders:

Members

Program Staff



Program staff was engaged to gain feedback on interactions with Suppliers, specifically the most common questions asked and the most common delays.



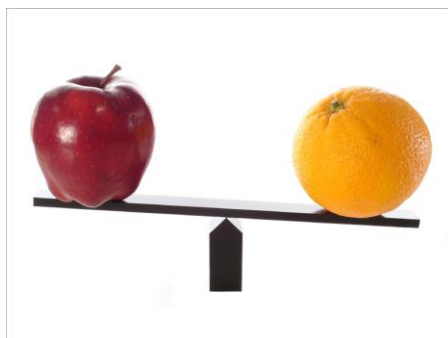
Analyzed Interaction Bubbles – how do Suppliers interact with program staff, how do they interact with members. What activities do they complete?



Developed questions based on those Interaction Bubbles and tested them with a small sample of Suppliers to understand if the questions were clear and relevant.



While the survey was live with the Suppliers, Program Staff brainstormed what they thought were the challenges that would be revealed in the results.



Differences in what we thought vs what were actual challenges.



Used results to develop strategic plan using Lean Principles after discussion with Leadership

## Takeaways from the experience

- Understand the problems/challenges that your customers face before developing a plan to fix challenges.
- It is important to ask the right questions and be clear and concise in order to get valuable feedback
- Understand the value of feedback, it is important to remove communication gaps to gain a complete understanding of the path forward, a path that will benefit all stakeholders