

## Creating customer value activity guide

Topic	Description
<b>Bring the customer into your organisation</b>	Interviews, videos, visits, and lunch and learn sessions can be a useful way to achieve this.
<b>Customer value competition</b>	Run a competition to identify and celebrate the teams and individuals that have successfully improved customer satisfaction, experience and value.
<b>Senior leadership support</b>	Engage your senior leadership team by asking them to host customer insight sessions.
<b>Cross-functional collaboration</b>	Encourage teams such as Design, Marketing, Sales, Procurement and Operations to work together to consider how they create value for internal and external customers.
<b>Customer video</b>	Record and post your own video to inspire your team and your customers.
<b>Quality tools</b>	<b>Kano Model</b> – encourage teams to complete an assessment to consider ‘Must-be’, ‘Performance’ and ‘Exciter’ factors for internal and external customers of process, product and service.
	<b>Critical to quality trees</b> – encourage teams to complete an assessment of critical needs, drivers and performance criteria for process, product and service, and identify areas that really matter or require improvement.
	<b>Benchmarking</b> – encourage the organisation to identify examples of excellence in creating customer value from outside the organisation and sectors that you can learn from.