**Voice of the Customer**

The Voice of the Customer tool is a way for you to gain an understanding of your key stakeholders and their thoughts on your problem — including their relevant motivations, needs, and perspectives. The goal of this process is to learn what is going well, what is not going well, and what are their ideas for improvement.

Even if you know a group's perspective, performing a VOC allows you to engage and communicate with them in a way that allows them to feel heard. And, most often, you will learn something you didn’t know! This process also plays a crucial role in identifying people interested in helping you, signaling that change is coming, and that you want their support.

* **Step 1: Identify your stakeholders.** Consider, as appropriate:
  + Who are your providers and staff?
  + Who is the business? Executive stakeholders?
  + Who are your patients and their families?
* **Step 2: What do you want to know from them?** Particular topics, domains, processes
* **Step 3: What are your methods of engagement?**

Consider survey, interview, focus group, etc.

* + How will you engage each group? What format?
  + *Capture in Table Below*
* **Step 4: How will you feed the information back to your customer?**

This is technically not required for a VOC but is an opportunity to engage them in the process such that they are more aware of the work, feel they have contributed to it, and feel heard.  This will go a long way to helping gain their buy-in in the eQuip phase of the IHQSE Model for Change.

* Make a feedback plan for each customer. *Capture in Table Below*

**VOC Engagement Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Customer** | **Method to Engage** | **Domains / Topics to learn more about** | **Feedback Method** |
| **1.** |  |  |  |
| **2.** |  |  |  |
| **3.** |  |  |  |
| **4.** |  |  |  |
| **5.** |  |  |  |
| **6.** |  |  |  |
| **7.** |  |  |  |
| **8.** |  |  |  |

**Methods of Engagement: Patient Interviews**

Sample interview questions for a patient.

* What was the best part of your healthcare experience?
* What was the worst part of your healthcare experience?
* What was frustrating about your care experience?
* Did you feel listened to?
* Did you observe teamwork happening?
* Did you get clear communication of your care plan? Did you understand what was happening?
* Did you find the healthcare system (clinic/unit/floor) easy or frustrating to use?
* Did you have to wait for a long time to get your care?
* Was any of your care duplicated, or feel unnecessary?
* What could we have done better to improve this process/care area?

**Methods of Engagement: Staff / Provider Interviews**

Sample Interview questions for a team member:

* What is the best part of your workday / role / clinical arena where project work occurring?
* When things are going well, what does that look like?
* What is the worst part of your workday / role / clinical arena where project work occurring?
* When things aren’t going well, what does that look like?
* What could we do better to improve this process/care area?