



From Planning to Impact: Reporting on Your Key Requirements

Scott Brown, MLIS
Senior Information Specialist
Digital Libraries & Research
Sun Microsystems, Inc.
Broomfield, CO, USA
scott.brown@sun.com

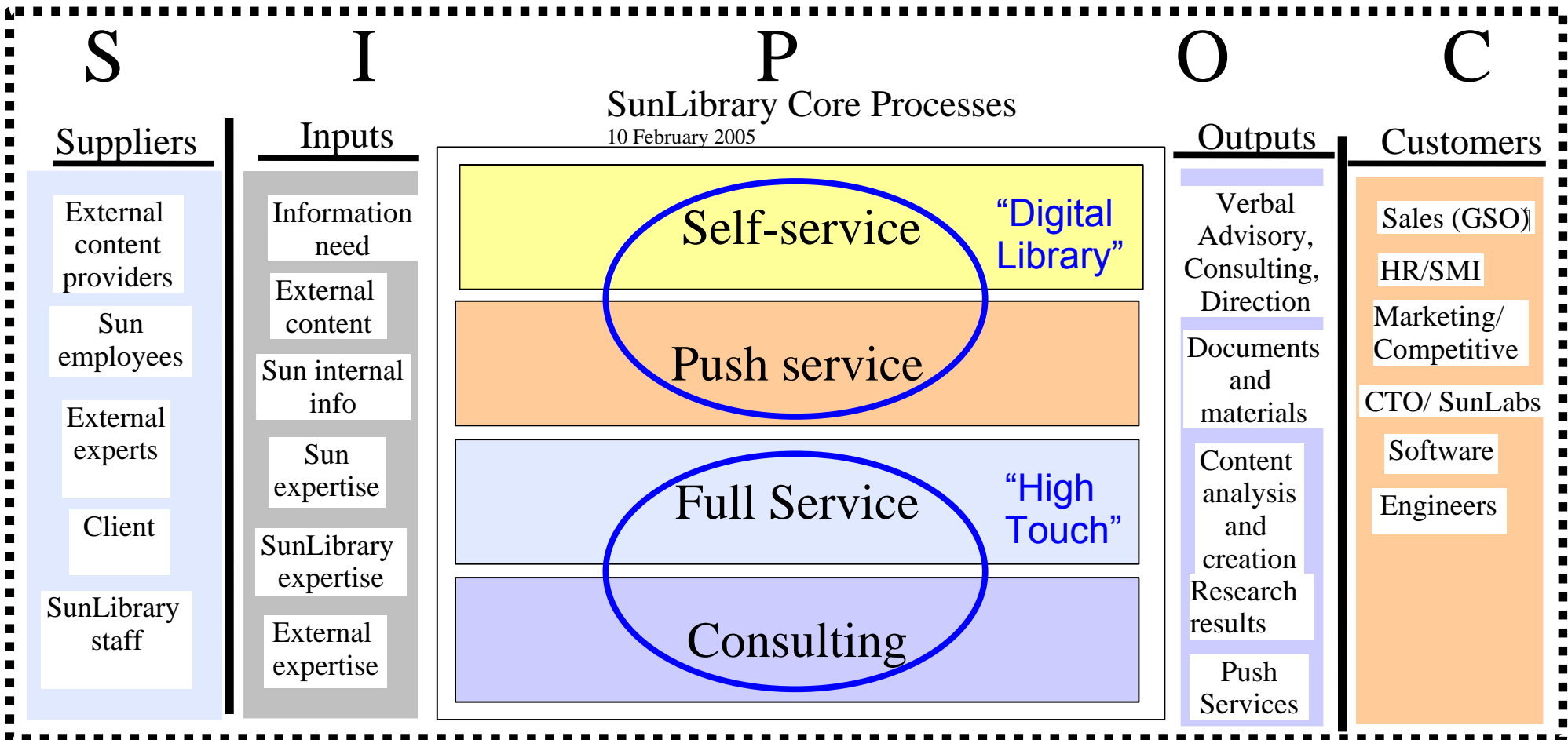


Customer First framework: What is it?

- Six Sigma-based methodology
- More flexible “framework”
- Customer focus

Customer First framework: the four questions

- Do we know what's important to our customers?
- Can we measure our performance to customer requirements?
- Do we know how we are doing relative to those requirements?
- When there are issues, can we quickly find root causes and implement corrective action?



Self-service

Client uses online SunLibrary resources; no interaction with SunLibrary staff

Examples:
IEEE Electronic Library, online market research

Push Service

SunLibrary pushes out information proactively to clients

Examples:
JumpStart!, SunSpots, HR Highlights

Full-service

Client interacts with SunLibrary staff to get materials, research

Examples:
Book, article, research and directional requests

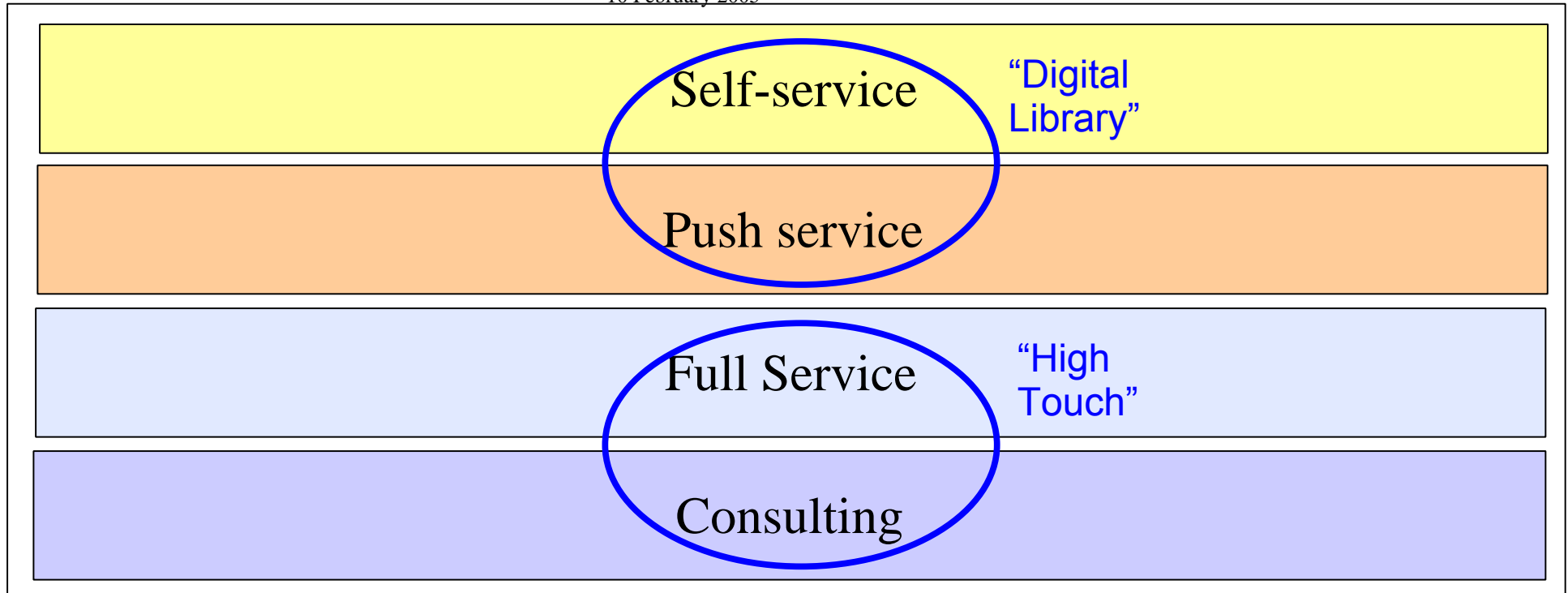
Consulting

SunLibrary and client jointly determine optimal information solution

Examples:
Leadership Institute, Library Hub development

SunLibrary Core Processes

10 February 2005



Self-service
 Client uses online SunLibrary resources; no interaction with SunLibrary staff

Examples:
 Online electronic resources

Push Service
 SunLibrary pushes out information proactively to clients

Examples:
 Alert services, newsletters

Full-service
 Client interacts with SunLibrary staff to get materials, research

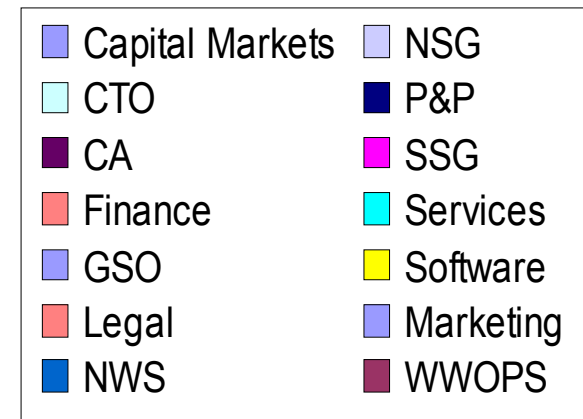
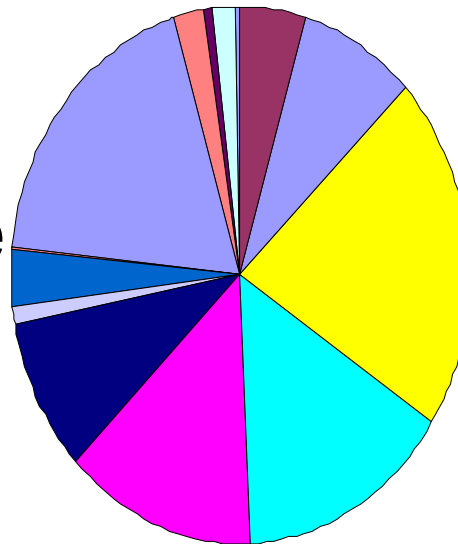
Examples:
 Document delivery, reference, research

Consulting
 SunLibrary and client jointly determine optimal information solution

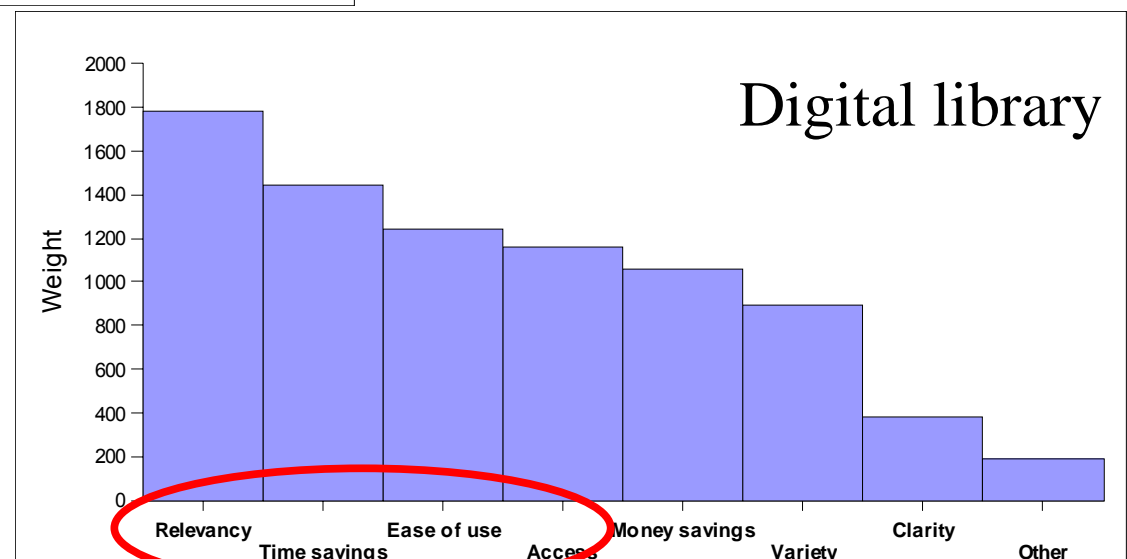
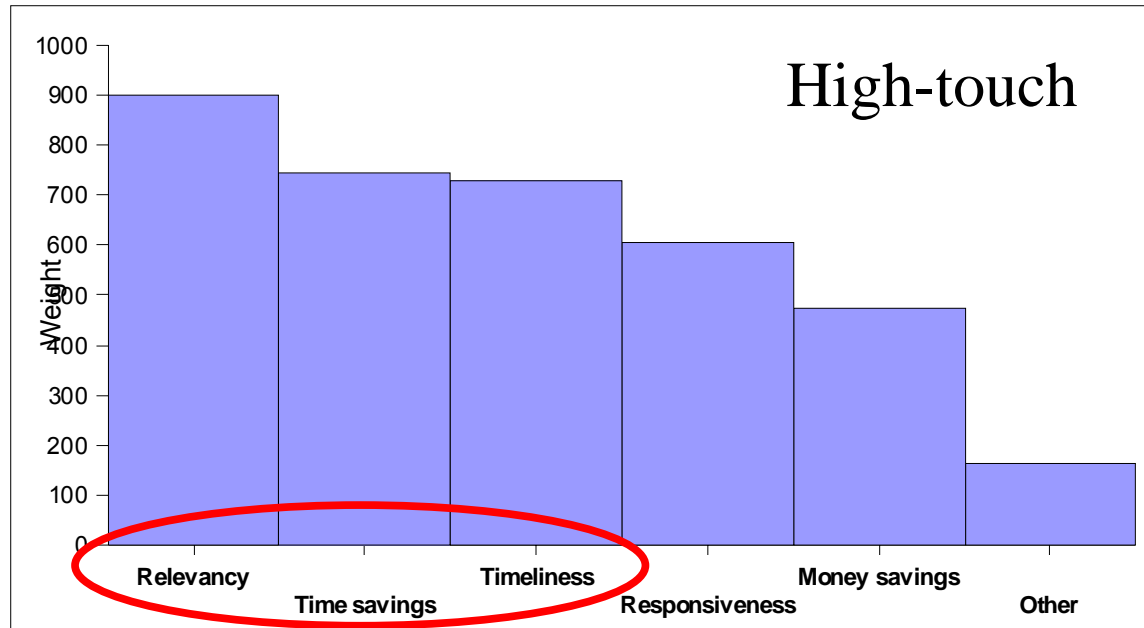
Examples:
 "Information Consulting"

“Voice of the Customer”: who did we ask?

- 25 Interviews
- 676 survey responses
 - Marketing
 - Technical
 - HR
 - Legal/finance
 - Services
 - Software
 - Ops



VOC: What's important to our customers?



VOC: What's important to our customers?

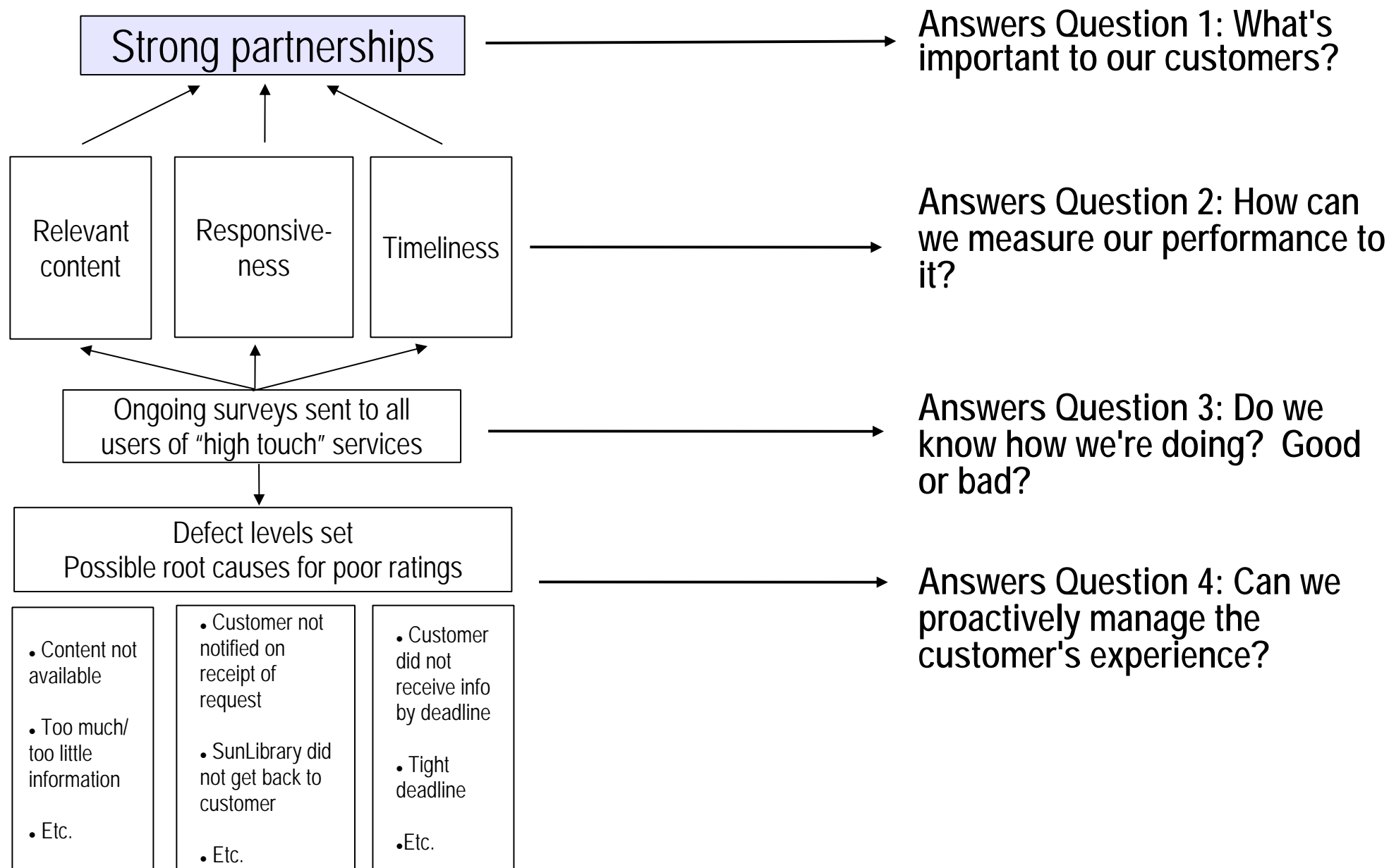
Relevancy

Timeliness

Time savings

Ease of use

CTQ Flowdown: bringing it all together



Stakeholder communications

- All of our customer groups
- Our chain of command
- iWork program
- Technology leads
- HR VPs
- Marketing VPs

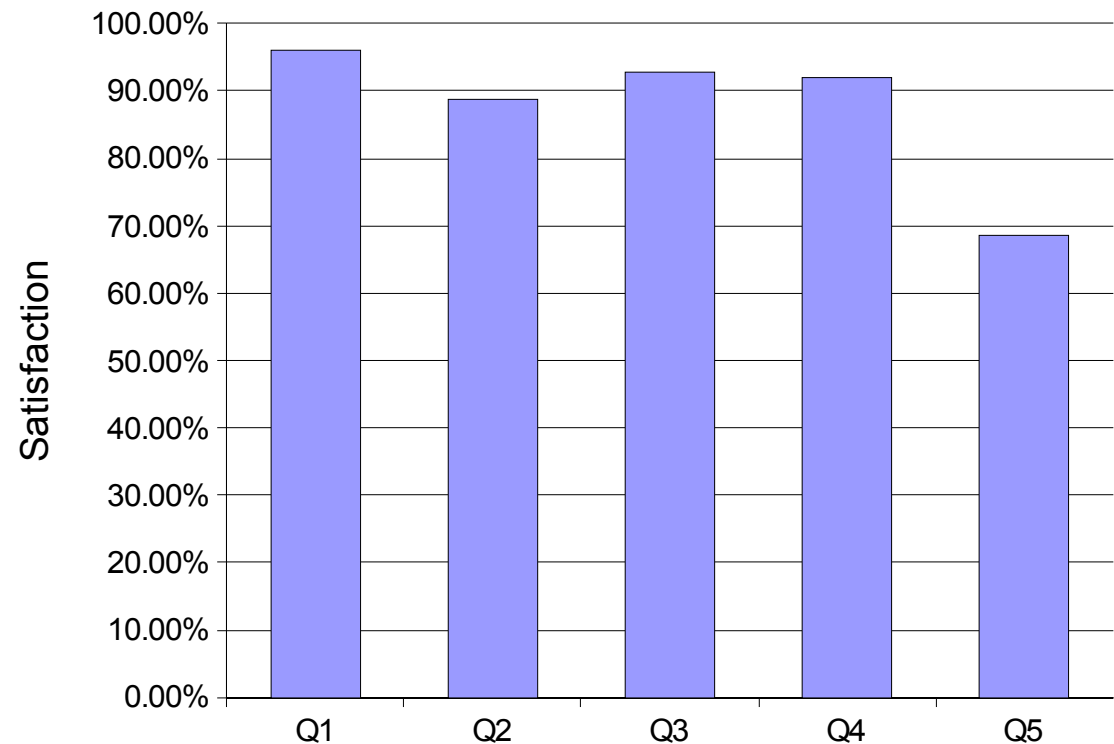
Stakeholder communications

- All of our customer groups
- Our chain of command
- iWork program
- Technology leads
- HR VPs
- Marketing VPs
- Our own staff

Feedback dashboard: 2008

Category	# Requests
Market Research	154
Technical Research	58
Business	140
Total	352

Research & Reference Survey



Q1: The staff was responsive to me (acknowledged my request, set expectations, kept me updated).

Q2: I was provided the information I needed (appropriate, accurate, quality information).

Q3: I received the information in a timely manner.

Q4: I saved time by using this service.

Q5: I saved money by using this service.

250 surveys; 100 Responses; Response rate 40%

Learnings

Very few groups can actually provide quantitative data on how they're performing against what they say they do for their customers.

Very few groups can actually provide quantitative data on how they're performing against what they say they do for their customers.

The fact that you can is a huge advantage.

Bring your stakeholders along.

Bring your stakeholders along.

Remember to go back to your stakeholders regularly.

**Don't try to measure everything.
No one will care, and it will only make
you crazy.**

**Don't try to measure everything.
No one will care, and it will only make
you crazy.**

Welcome the “negative” feedback.

**Don't try to measure everything.
No one will care, and it will only make
you crazy.**

Welcome the “negative” feedback.

Start now – not when you need it.



Scott Brown | scott.brown@sun.com
Sun Learning Services - Digital Libraries & Research
Sun Microsystems, Inc.
<http://blogs.sun.com/library>
Information | Inspiration | Innovation