

# Managing the Flow of Feedback

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**@ITSM\_Donna**

# Welcome!

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  - ✓ Agile Service Management
  - ✓ Lean

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- Author
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- XLA Champion
- Certified Scrum Master
- Certified Agile Service Manager
- Certified Agile Process Owner

# AGENDA

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The Value of Feedback

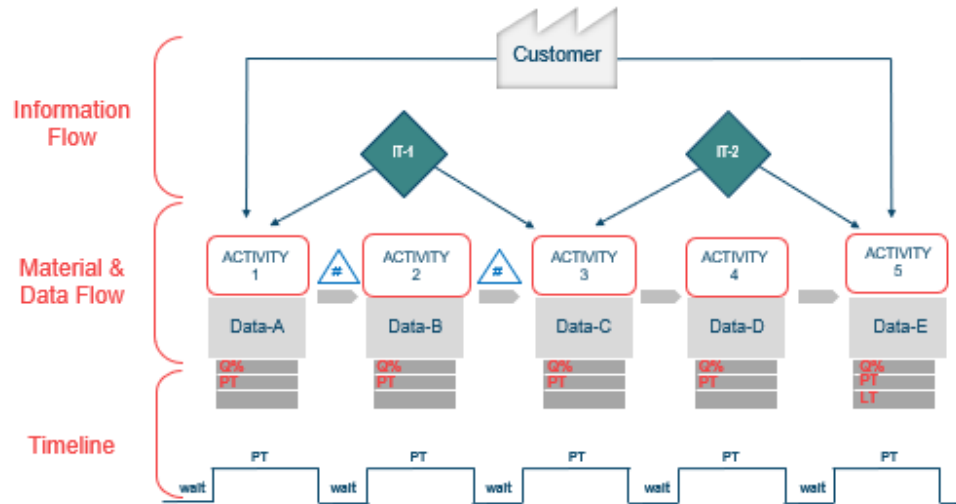
Feedback Management

Mapping Techniques

Using Feedback

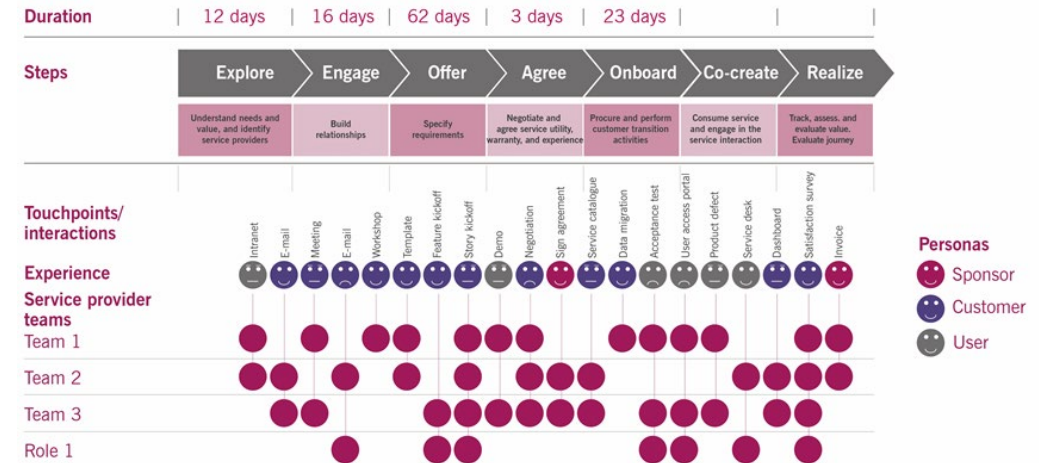
# Managing the Flow of Value

Value



Source: Value Stream Mapping Fundamentals

A **value stream** is the sequence of activities required to design, produce, and deliver a product or service.



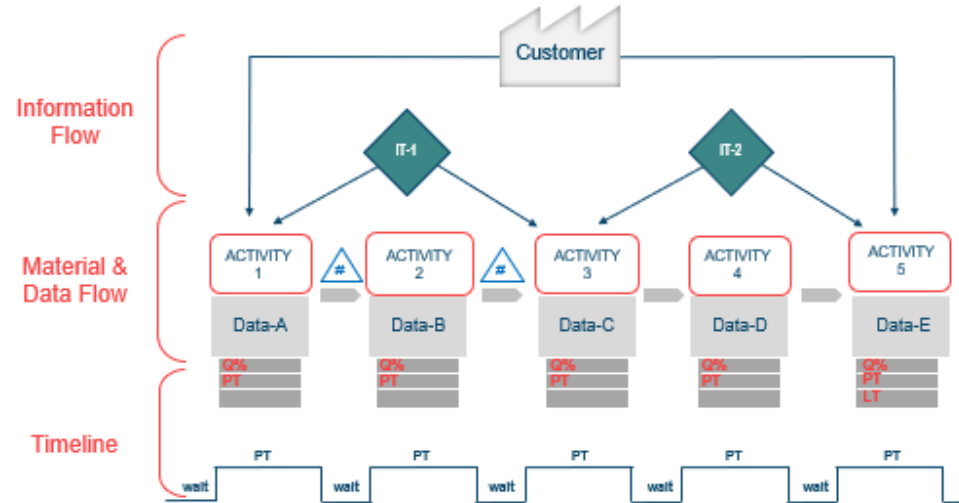
Source: ITIL® 4 Drive Stakeholder Value

A **customer journey** is the complete end-to-end experience customers have with one or more service providers and/or their products through the touchpoints and service interactions.

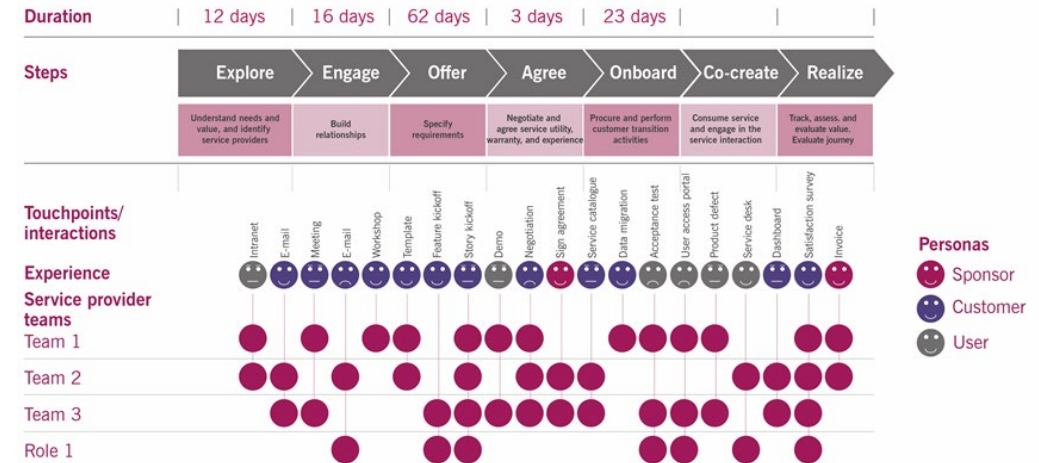
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# Managing the Flow of Feedback

FLOW



Source: Value Stream Mapping Fundamentals



Source: ITIL® 4 Drive Stakeholder Value

Feedback

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A **customer journey** is the complete end-to-end experience customers have with one or more service providers and/or their products through the touchpoints and service interactions.

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# Why Feedback is Important

Feedback can be used to improve

- Products and services
- Customer experience
- Employee experience
- Development and delivery activities
- Organizational culture



***“Every system is perfectly designed to get the result that it gets.”***

**— W. Edwards Deming**

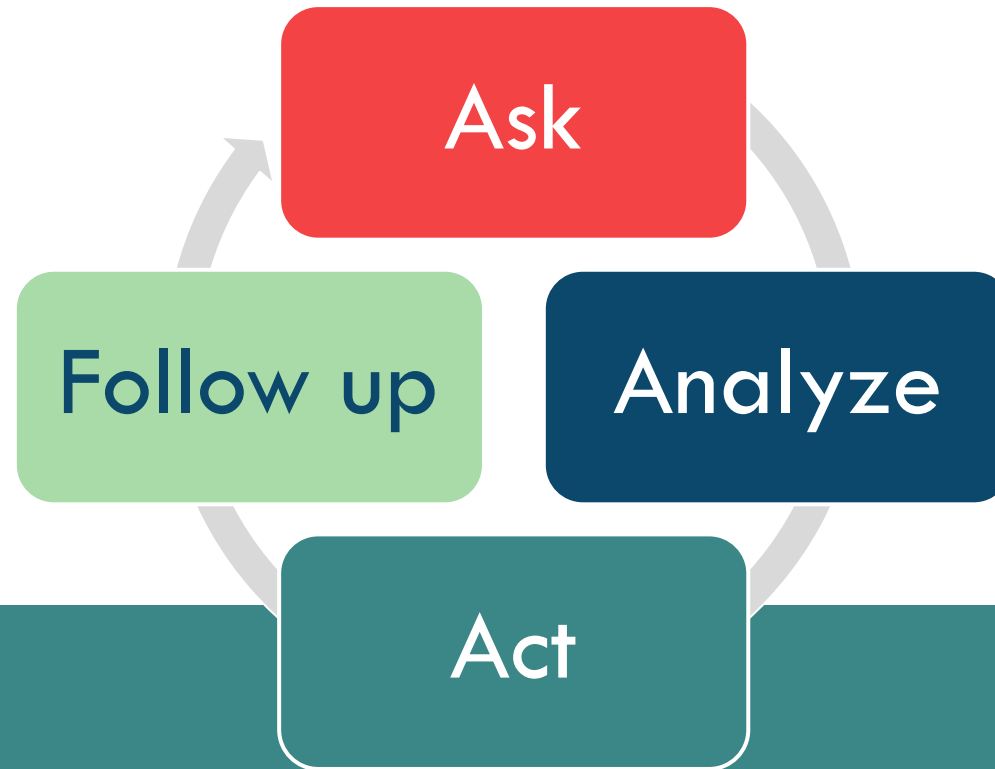
# Whose Feedback are We Talking About?

- Customers
- Employees
- Partner/suppliers
- Stakeholders
- Shareholders



# What is Feedback Management?

Feedback management is the process of sourcing feedback and using it to inform business decisions.



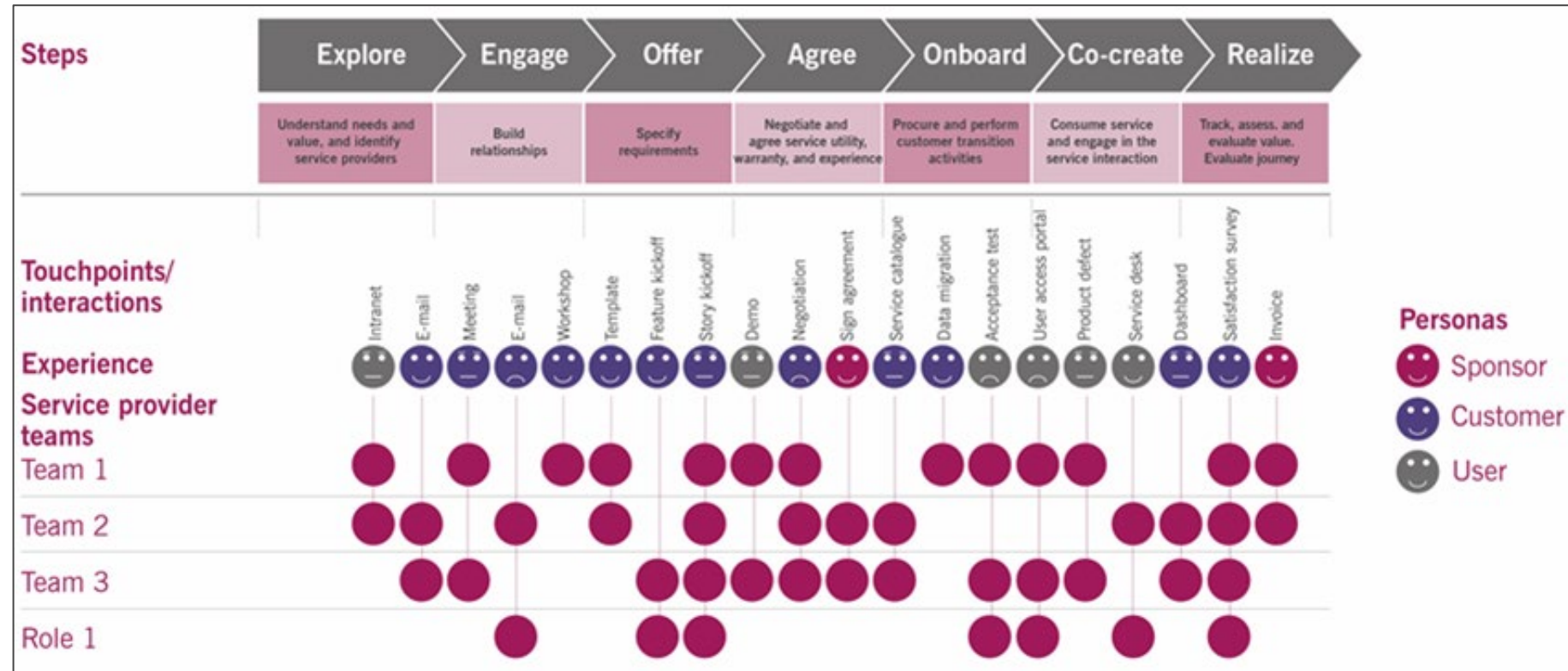


# Where to Begin?

Customer journey maps typically include

- Steps of journey
- Duration
- Touchpoints
- Service interactions
- Personas
- Experience
- Service provider teams and roles

*A customer journey is the complete end-to-end experience customers have with one or more service providers and/or their products through the touchpoints and service interactions.*



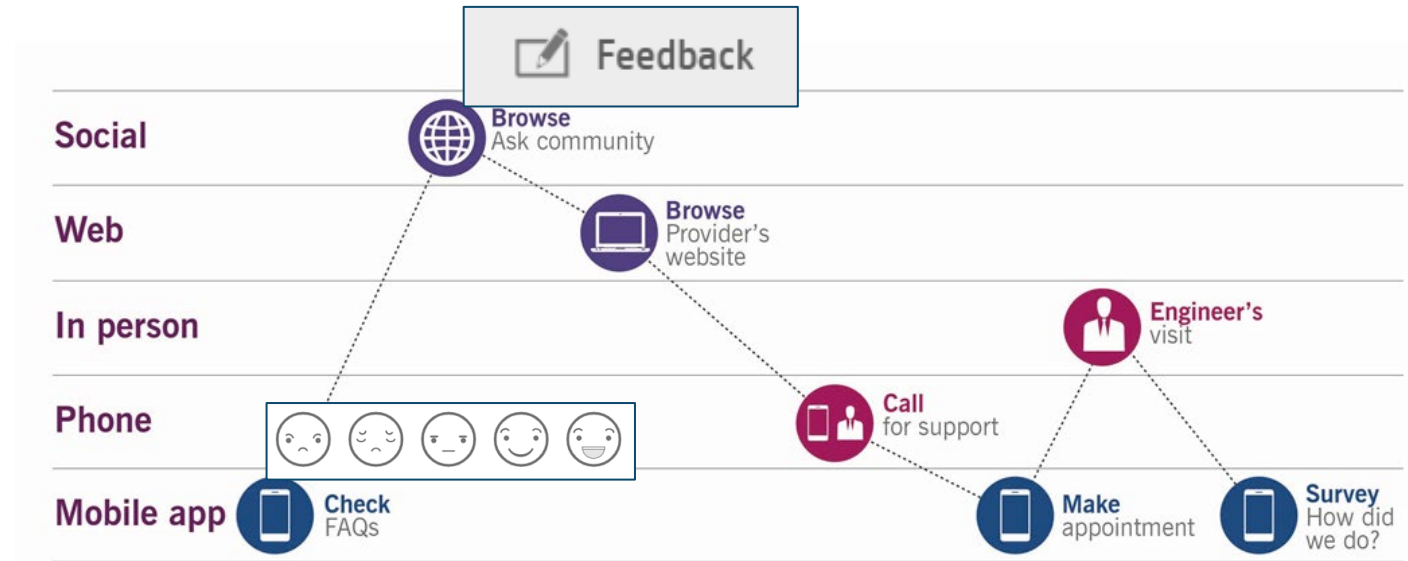
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# Step 1: Ask

## Where should you ask for feedback?

Which

- Touchpoints provide data?
- Are high-value touchpoints (i.e., the moments of truth)?
- Are high-volume interactions?
- Capture high-value customer interactions



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DATA

DATA

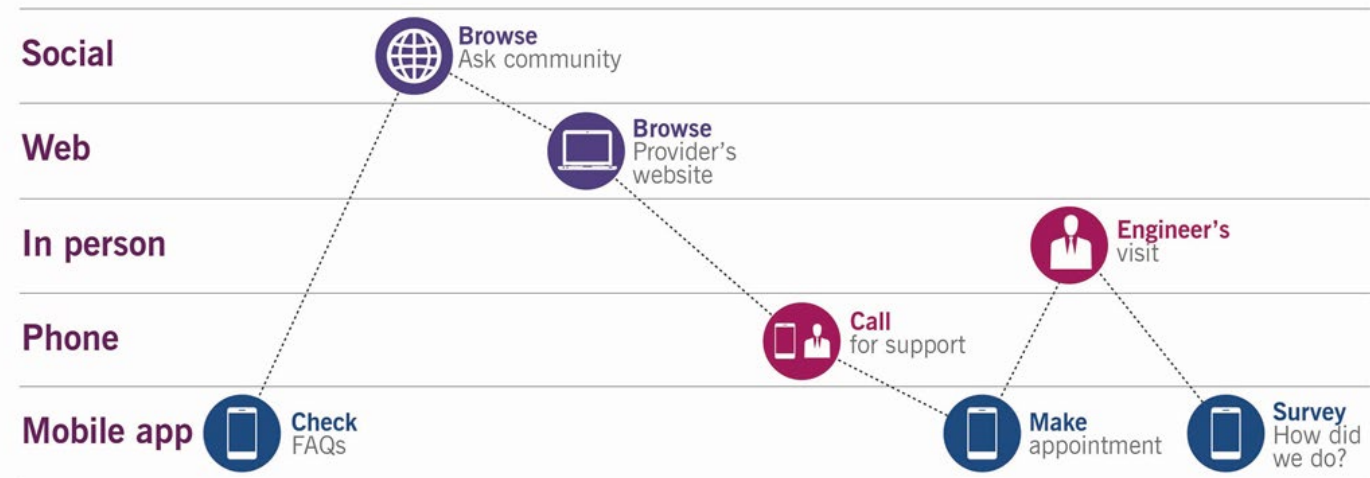
DATA

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DATA

# The Role of Omnichannel Support

- Omnichannel support involves
  - ✓ Uniquely identifying and recognizing users across all channels
  - ✓ Systematically collecting and analyzing user data
  - ✓ Leveraging user data across all encounters
  - ✓ Monitoring and managing performance across all user journeys



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DATA

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DATA

# Don't Ask If...

...You're not willing to

- Improve your product
- Change your processes
- Train and empower your employees
- Take action!

*53% of consumers believe their feedback doesn't go to anyone who can actually act on it. (Microsoft)*



## Step 2: Analyze

- Save feedback in a centralized system (e.g., product backlog, customer success platform, collaboration tool channel)
- Categorize it
  - ✓ Create a common language
  - ✓ Use your tools (AI/ML)
- Share it
  - ✓ Integrate with other systems
- Analyze the feedback

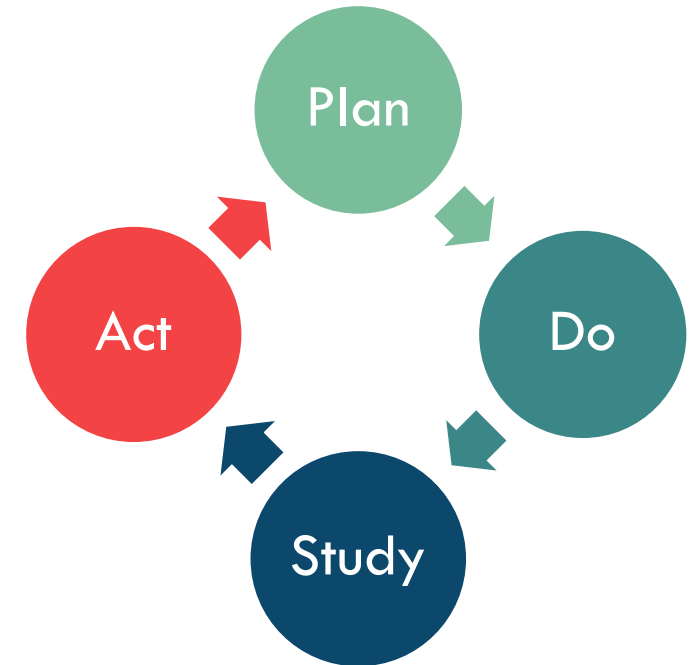
*Keep an eye on trends!*

### Sample Feedback Categories

- Speed of service
- Accuracy
- Courtesy
- Helpfulness of staff
- Price
- Choice
- Availability
- Functionality

# Step 3: Act

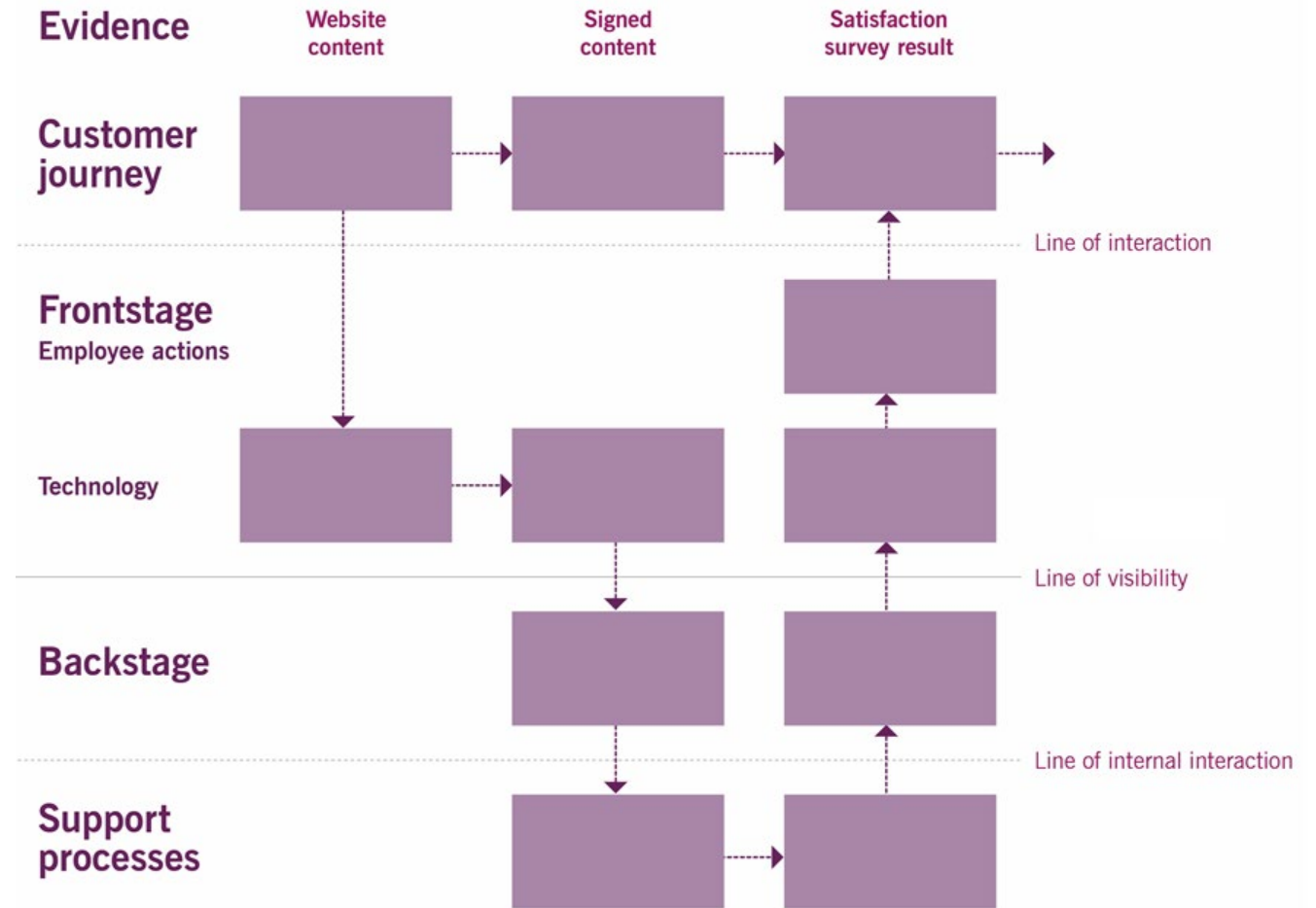
- Prioritize the feedback based on strategies, goals, and experience level agreements (XLAs)
- Formulate an improvement plan
  - ✓ Don't be afraid to experiment!
- Act on the plan
- Study the results
- Act on the results



*The real difference between high-performing and low-performing organizations is the ability to continuously improve.*

# Flip the Coin

- A service blueprint contains the customer journey as well as all of the interactions that make that journey possible
- Use feedback to improve the interactions that influence the customer and employee experience

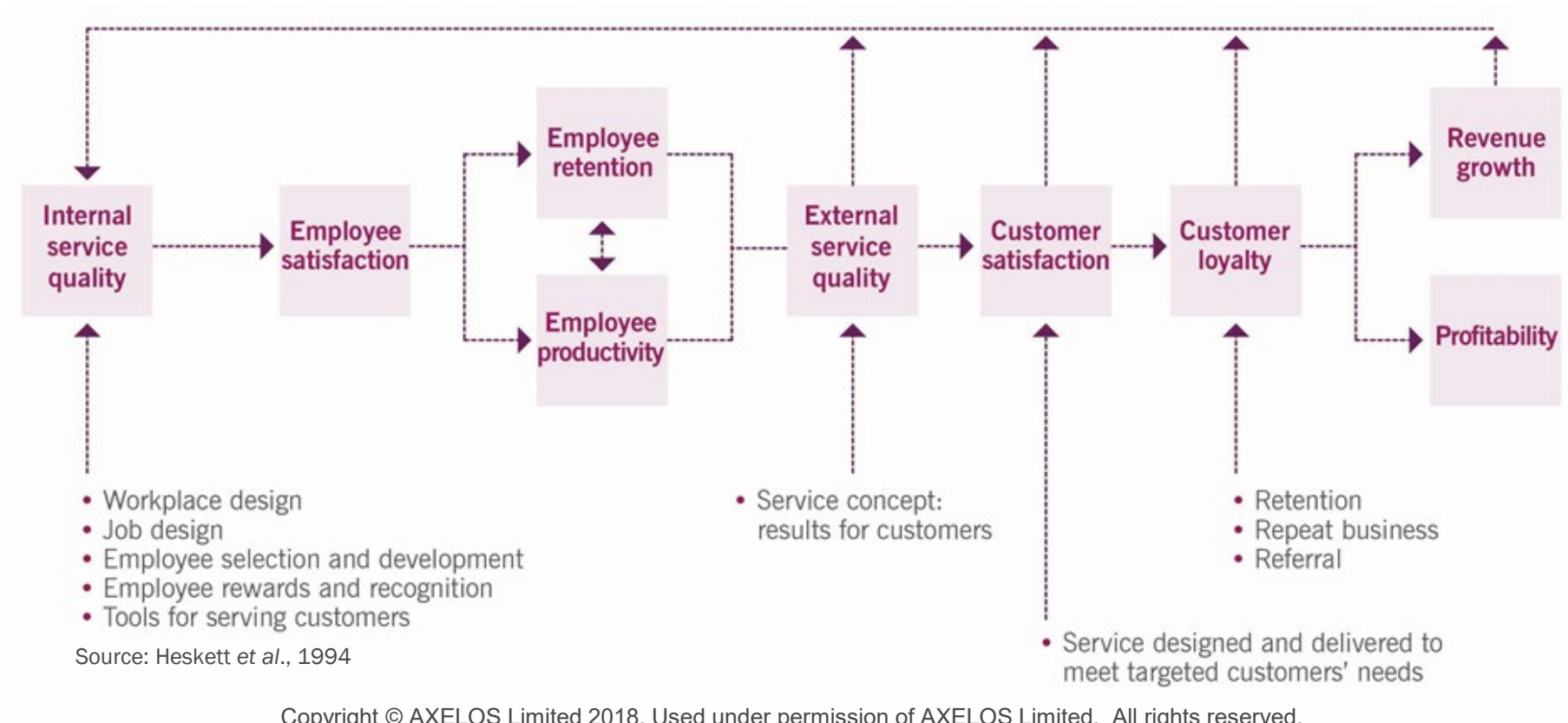


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# Connect the Dots

- Loyalty is a direct result of customer satisfaction which is largely influenced by the value of services and experiences provided to customers
- Value is created by satisfied, loyal, and productive employees



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**Customers are the best source of real-time feedback, and employees (particularly those on the front line) are typically the first ones to hear from customers.**

Source: ITIL® 4 Drive Stakeholder Value



# Acting on and Responding to Feedback

*Companies must learn how to respond to both negative and positive customer and employee feedback.*

## Positive Feedback

- Illustrates what pleases and excites your customers
- Can be used to motivate your team
- Provides an improvement opportunity

*Thanking customers for positive feedback helps to build customer loyalty.*  
*Can we scale it?*

## Negative Feedback

- Provides an early warning signal
- Highlights why customers may leave
- Provides an improvement opportunity

*Thanking customers for negative feedback encourages more feedback.*  
*Can we make it right?*

# Step 4: Follow Up

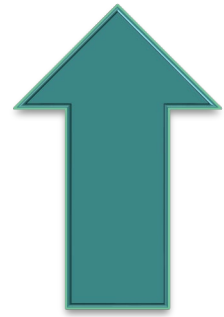
*Engagement is a two-way street!*

- Community forums
  - ✓ Let customers help
  - ✓ Let customers vote
- Communities of practice
  - ✓ Encourage collaboration
  - ✓ Encourage experimentation and learning
- Set up a regular review cycle
- Report out the results

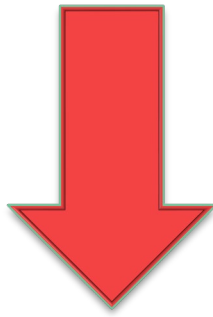


*Be transparent!*

# Why is Feedback Management Important?



- Satisfaction
- Loyalty
- Engagement
- Quality
- Performance
- Decision-making
- Productivity
- Opportunity



- Customer churn
- Cultural debt
- Employee turnover
- Apathy
- Costs
- Waste
- Defects
- Time to value

***Feedback enables continual learning and improvement!***



# Want to Learn More?



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