

7 Steps to a Customer-Centered Culture

How can WAEYC become more customer-centered?

Step 1. Define knowledge and service work as tangible products: *What are WAEYC's "knowledge products"?*

- Professional development opportunities
- STARS certification
- Trainings
- Accreditation
- record access
- policy priorities
- Advocacy
- Legislative update
- Newsletter
- Information on website
- Job opening website
- STARS hours
- Networking
- Subsidy training
- Guidelines/talking points
- Professional development calendar
- Scholarships
- Engaging differing perspectives—start the “hard” conversations without presupposing WAEYC knows the answer

Step 2. Differentiate customers by role, power, characteristics, and needs: *Who are WAEYC's end-users, brokers, and fixers?*

- Providers, both home and center based
- Family, friends and neighbors
- Directors
- Members
- Legislators
- Kindergarten teachers
- School administrators
- Affiliate Chapters
- Parents
- Governing Board
- Children
- Primary teachers

Step 3. Determine customer expectations: *How can WAEYC strategically focus on being customer-centered?*

- Survey affiliates: what do they want?
- Survey at conference
- Interviews
- Online survey
- Think about different customer groups
- Communicate the outcomes or results—which customers want. i.e., WAEYC's efforts led to Career and Wage Ladder being extended, thus some providers will be paid more.
- Refer back and make decisions based on data
- Determine outcome measurements and evaluate use for continuous improvement
- Connecting to affiliate chapters and communities
- Challenge: different members want different things

Step 4. Measure the degree to which expectations are met: *How does WAEYC specifically design products with the customer's expected outcomes in mind?*

- Evaluations of conference and meetings are used to make modifications of events *might need a new paradigm
- Annual member/non-member survey
- Much room for improvement in connecting local members, local affiliate chapters and state organization

Step 5. Align organizational purpose and goals with customer priorities: *How can WAEYC focus on and deliver the results desired by customers (outcomes) differently?*

- Possible regional conferences or state support for local conferences rather than one big state conference each year
- Better assess and understand members' needs
- Increase communication and relationships between members and state affiliates
- WAEYC board members attend affiliate chapter board meetings and local conferences

Step 6. Describe and measure the product creation and delivery process: *How can WAEYC redesign the process of creation and delivery of the product – especially ease of use and timeliness?*

- Professional Development
- Technology
- Multiple languages
- Membership
 - Technology issues
 - Dedicated staff
- Affiliate Chapters
- Leaders go to the Affiliates

Step 7. Model, measure and reward behaviors and results that support customer-centered values: *What will WAEYC do differently to help customers achieve their desired outcomes?*

- Personal contact: Priority
- Recognize members/affiliate chapters and the work they do (must know what affiliate chapters and members are doing)
- Reorganize networking sessions at annual conference