



ODA/Management Review **Building**

A NOTE FROM JOEL January 2021

In our December Newsletter I mentioned:

" Building Structure around the best company behavior."

This *Building* is deceptively easy to do, but only if you listen. This is the key to growing a successful business. Listen to your customers both direct and indirect, put in place active "listening posts" to gather and capture customer feedback.

The term listening post comes from the days of Quality Improvement. Setting up and activating a listening post delivers actionable customer feedback.

The feedback is collected, reviewed and studied. It is critical that this process is carried out in a thoughtful, mature manner. You will hear customer complaints which sound unreasonable at first glance. But careful review may help you learn how to improve your business. Ask yourself the following questions:

What is our customer telling us?

How can we clarify and analyze the input?

How can we build on positive feedback?

How can we constructively address the negative?

I hear some of you saying, this is problem solving right?

Yes, but this is a broader approach. The feedback we are gathering is ongoing and diverse. It is likely to involve multiple parts of your operation.

And these listening posts will provide positive feedback. The best process will also give us new product and service ideas.

In the New Year we should take these ideas and build them into our offerings.

Check in with me and we can discuss how we can innovate in 2021.

Next time we will talk about the process to construct these listening posts.

Happy New Year,

Joel



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