

# Customer identification worksheet

quality Improvement is about Meeting Customer Needs

Customers are the reason for our work. Meeting or exceeding customer needs and expectations requires priority attention and continuous improvement. Customers can be internal (inside your organization) or external. The goal is to be able to measure your success in terms of meeting the needs and wants of the customer.

* **Output**: What services/products do you provide? What do you do?
* **Customer**: Who is the direct recipient/user of your services/products? (Tip: Can your customers answer this question: “Overall, how satisfied were you with the service/product you received?” If not, they may be a stakeholder and not a customer.)
* **Customer needs and wants**: What do your customers ultimately need from your service/product? What do they want? (What are their criteria for being satisfied with this service/product?)
* **Data and measures**: How do/would you know if you are successful in meeting your customers’ needs and wants?

| Output | Customer | Customer needs and wants | Data and measures |
| --- | --- | --- | --- |
| *Example: I provide QI 101 training.* | *Local public health.* | *Learn the fundamentals of quality improvement.*  *Want useful information they can apply.*  *Training needs to be convenient and fit into their schedules.* | *Source of data would be from the evaluation that we provide and collect at the end of class.*  *Specifically we might look at the percent who indicate that their skills were enhanced.*  *Percent who indicate increased knowledge of QI.*  *Percent who indicate they are likely to use the information on the job.*  *Could also survey 6 months or a year later and look at the percent who actually used what they learned from the class in their work.* |
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Adapted from [*CQI for Public Health: The Fundamentals*](https://cph.osu.edu/practice/cqi-public-health-fundamentals). Module 1: Introduction and Principles. The Ohio State University College of Public Health.

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