

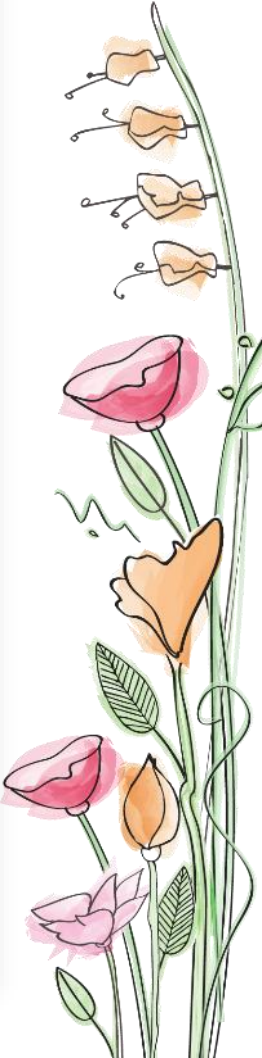


*bloom*³

Group 1, Voice of the Customer: Kevin Rius, Mark Van Womer, Kyle Jensen, Michael Richard

- Founded in 1999 (Evanston, IL)
- Currently 2 Locations
- 3 Stakeholders in Evanston, IL
- Kim Lesher owns 100% of La Grange, IL shop
- Floral & Antique Shop
- Hosts events & parties, plans weddings, wedding receptions, hosts classes, charity planning, and provides interior design.
- Roughly 5-10 employees at each location.

Bloom 3





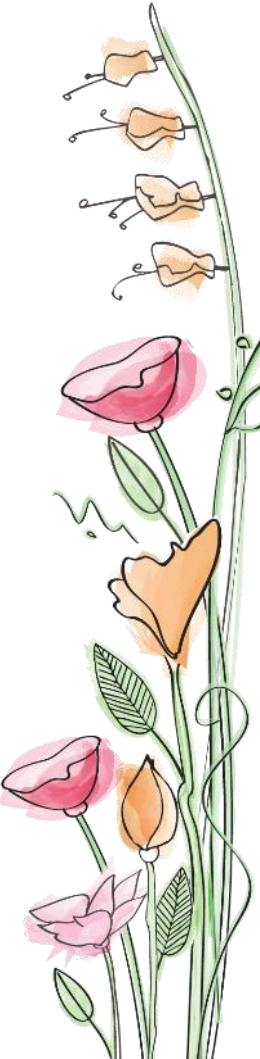
Inside Shop Views

Left: La Grange Location

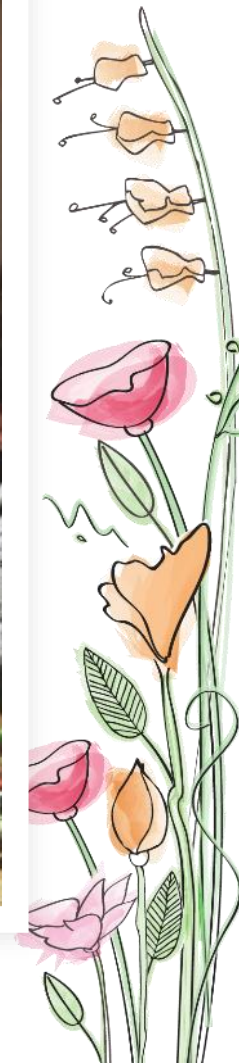
Right: Evanston Location



Current Info & Events: Parties



Current Info & Events

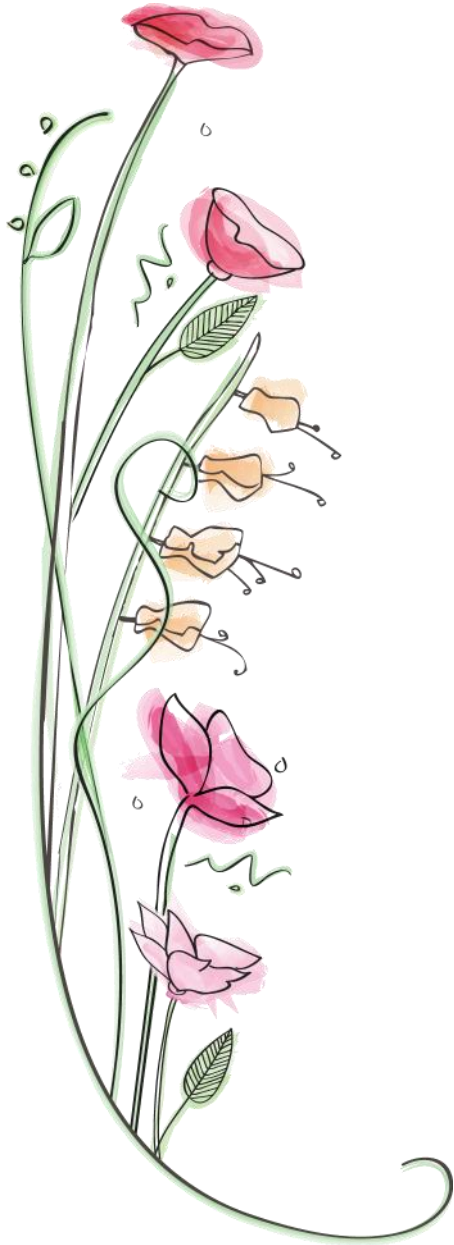




Methods: Voice of the Customer

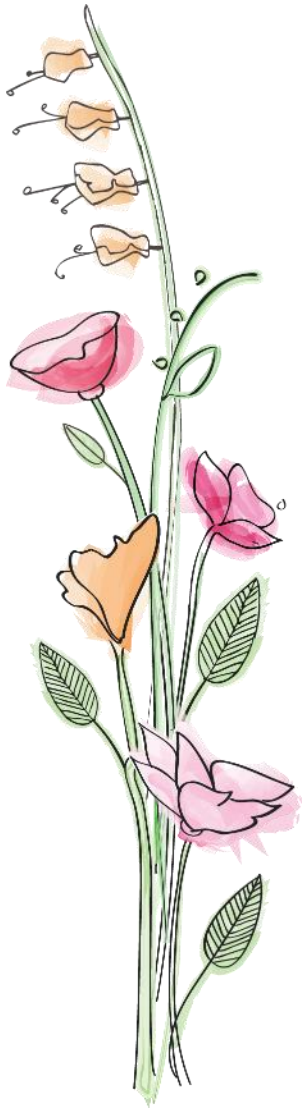
- **Definition:** The process that is used to capture the requirements and feedback from customers is known as the “voice of the customer”.
- Voice of the Customer Video Link:
<https://www.youtube.com/watch?v=ZgDhQyw4uGs>





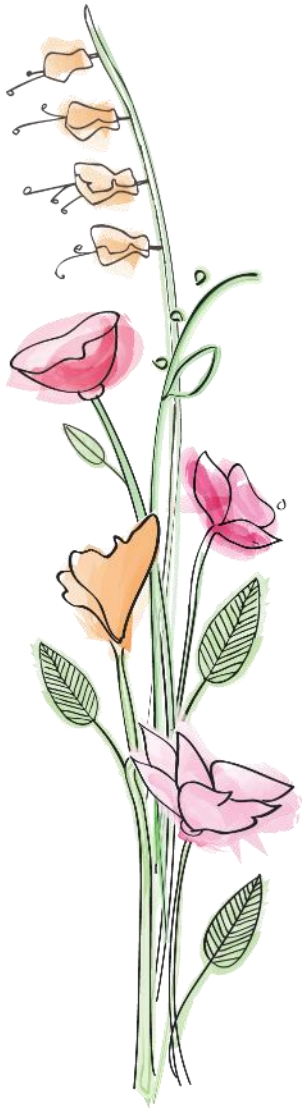
Formal Surveys

- Formal surveys are a popular way to collect information from the customers.
- Surveys are relatively easy to gather valuable information and feedback from each customer regarding their experience.
- Surveys are ultimately used for organizations that need information on customer perception.
- **Advantages:** simple and easy to implement.
- **Disadvantages:** customers may not be willing to respond to the survey and may not go into depth regarding issues with their experiences.



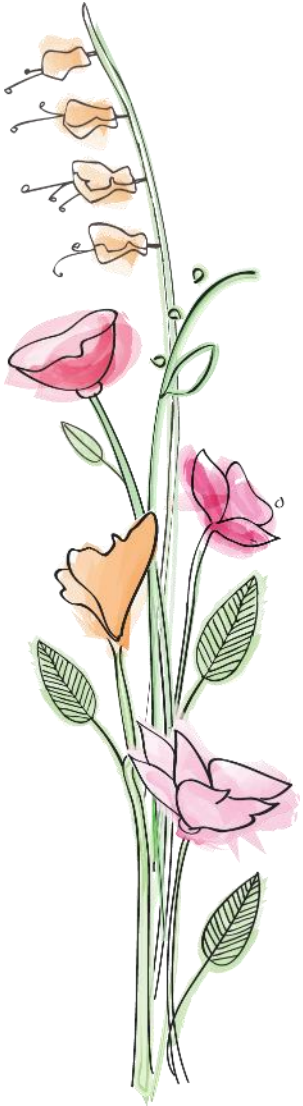
Focus Groups

- When qualitative research is needed, focus groups are a good way to collect open ended thoughts and feelings from customers (Kokemuller).
- Focus groups are an interview style approach where customers answer questions about the product/services of the organization as well as competing organizations.
- **Advantages:** Low cost, broader and deeper insights, and interactive research (Kokemuller).
- **Disadvantages:** Two most common issues with focus groups are groupthink and accuracy.
- Groupthink: the practice of thinking or making decisions as a group in a way that discourages creativity or individual responsibility.



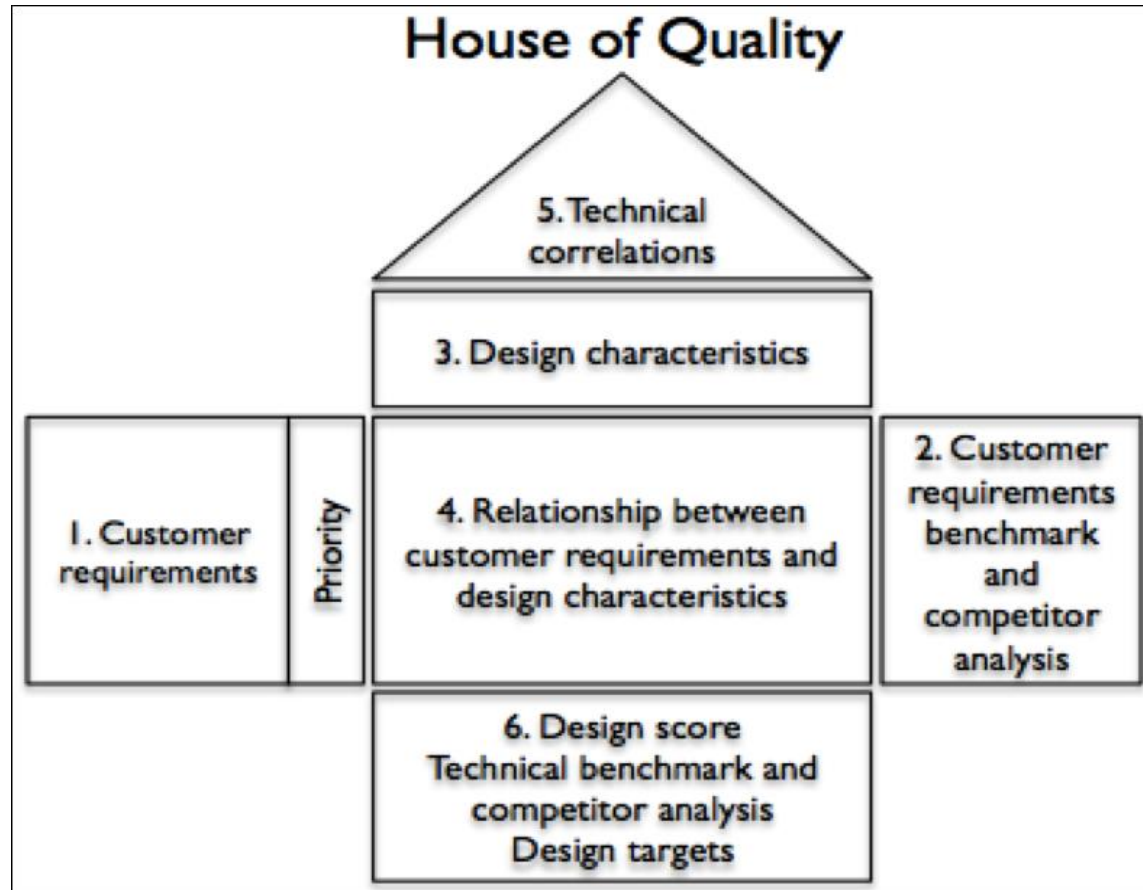
Internet & Social Media

- The internet, and especially social media, have become great sources of customer information.
- As 2017, over 81% of U.S. citizens had some type of social media profile (Statista, 2017).
- **Advantages:** Data obtained from social media is free, identifies demographics, provides consumer insights, shares true customer experiences.
- **Disadvantages:** Struggles with taking social media data and turning it into valuable information.
- Company Website: www.bloom3.com
- Instagram: Bloom 3 has Instagram accounts for both locations (Bloom3LaGrange & Bloom3Evanston).
- Twitter: @Bloom3LaGrange (#Bloom3)
- Facebook: Bloom3LaGrange

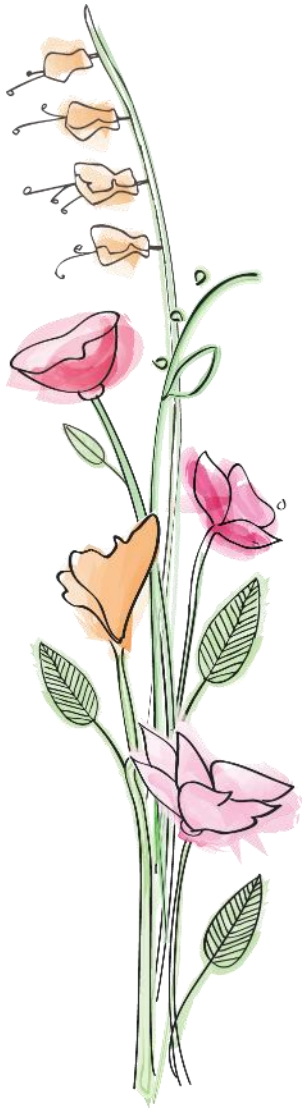


Quality Function Deployment

- QFD is a process tool that helps define the customer's needs and requirements and turns them into products.

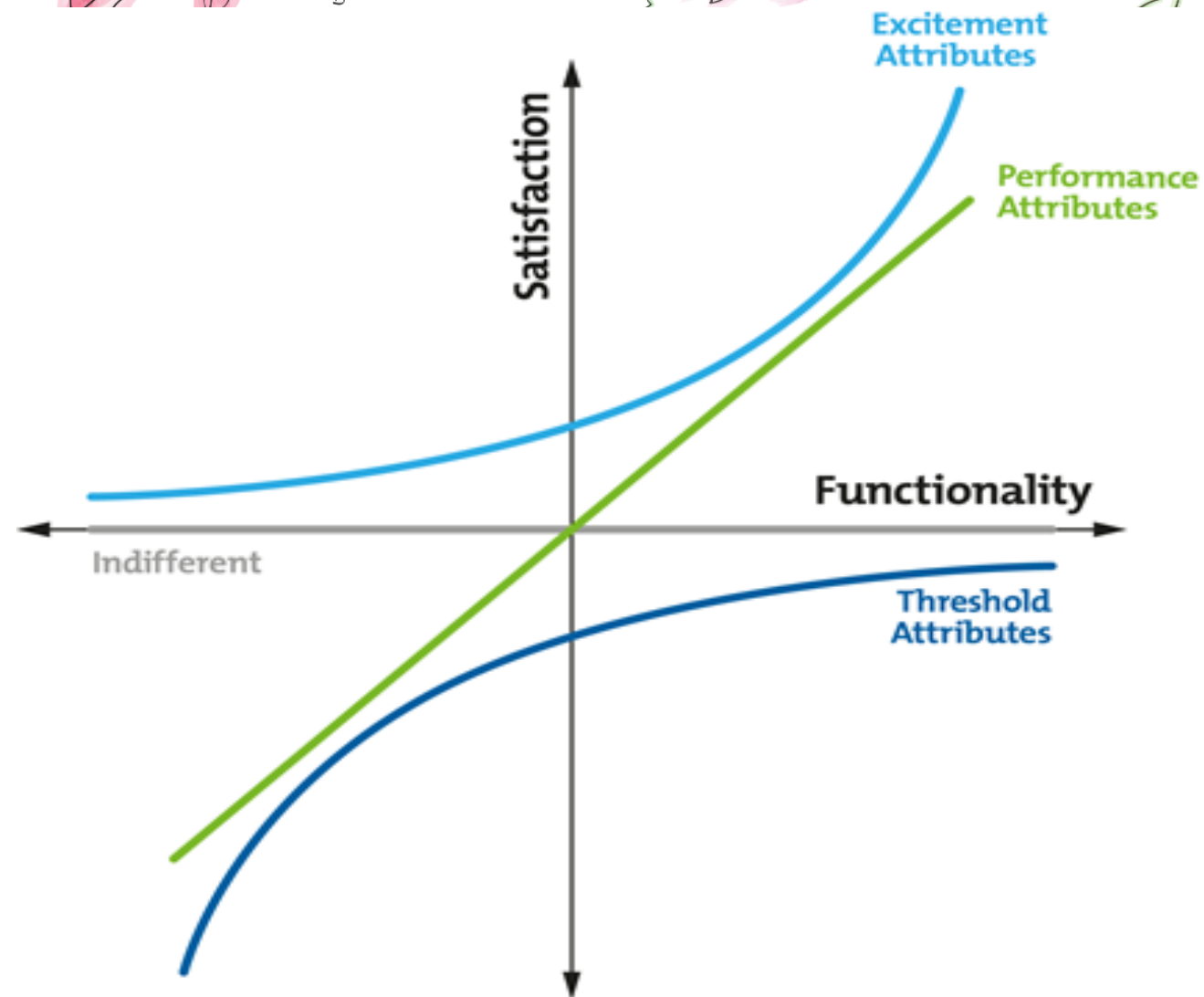


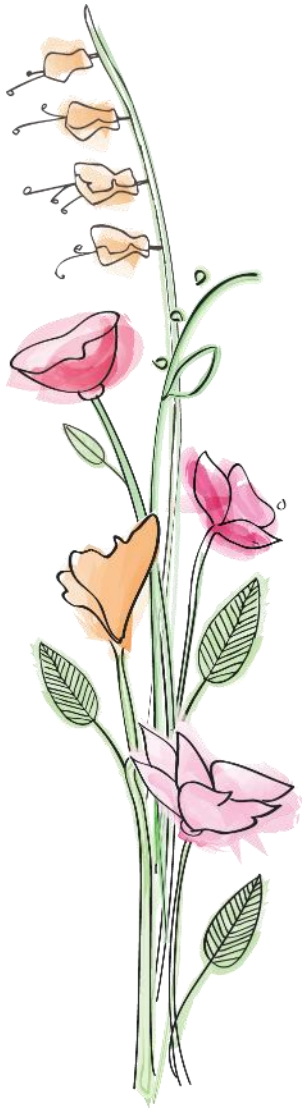
- The main purpose of the Houses of Quality is to identify the customer requirements and to establish priorities of design requirements to satisfy the customer requirements (Park and Jae-Kim, 1998).



Kano Model

- “The Kano Model argues that different attributes have a greater or lesser impact on customer satisfaction depending on the category it falls into” (Priyono and Yulita, 2017).
 1. **Basic Requirements:** These requirements fulfill the basic function of a product. If these requirements are absent or performance is insufficient, customers will be extremely dissatisfied (Tontini, 2017).
 2. **Performance Requirements:** These requirements are proportional to customer satisfaction. The better the quality or performance of these requirements, the higher the customer’s satisfaction will be (Tontini, 2017).
 3. **Excite Requirements:** While basic requirements can have a negative effect on customer satisfaction, excitement requirements can have a positive effect on customer satisfaction. With these, if the requirements are present or sufficient, they will greatly increase customer satisfaction (Tontini, 2017).





Results

- Bloom 3 has numerous different continuous systems implemented to satisfy customer wants and needs.
- Bloom 3 tailors business layouts and business plans to the local customers in regards to what they are looking for and what they currently want.
- Kim (Owner) uses Pinterest, Instagram, and local designers/artists to help define the constantly changing trends in relation to arrangements, styles, and designs.
- Bloom 3 constantly checks in with competitors, their rates, their market plans, their designs, and styles.
- Bloom 3's entire social media campaign has recently been revamped, as well as, each shop location has an individual employee strictly working on social media and graphic design.



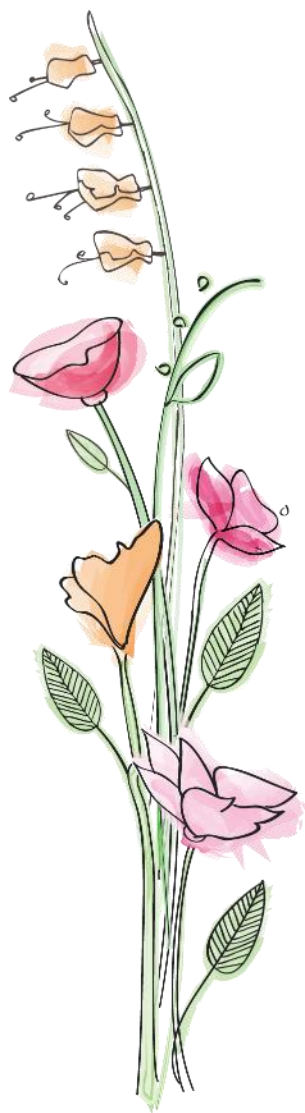
Results

- Bloom 3 and Kim Lesher recently changed a core business policy: Bloom 3 now requires all brides, event/charity hosts, and party planners to give mandatory feedback on the event, the location, the design/style, and the overall success of the specific wedding, event, or party.
- Bloom 3 will email, call, or text the customer within the next few days following an event, party, or wedding to gather additional feedback from the host as well as other individuals presents.

Results

- Bloom 3 is never afraid to try out new things and different processes, however they know they are a floral shop and it is a necessity to listen to their customers in terms of what they want and how they want it.
- Bloom 3 makes it a priority to never offend anyone with styles or designs when trying out new processes.



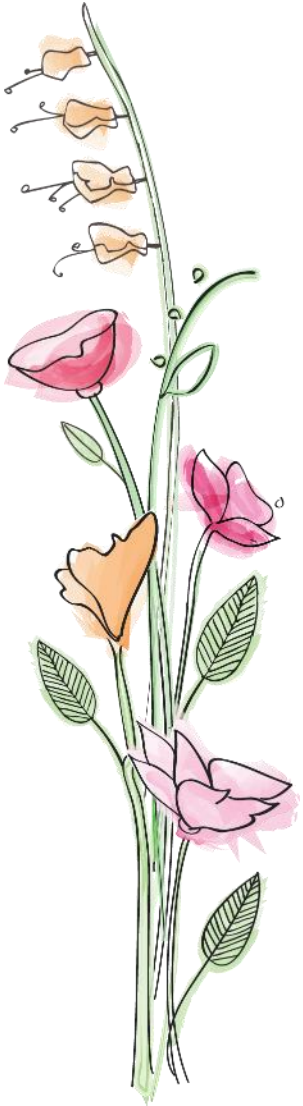


Results

- Bloom 3 shows that they utilize warranties to a certain extent.
- For example, if a floral arrangement dies within a week of purchase. The customer will get a new arrangement at no cost.
- Bloom 3 prioritizes local fundraisers and charity events to gather feedback from customers and to give back to the community.



Results



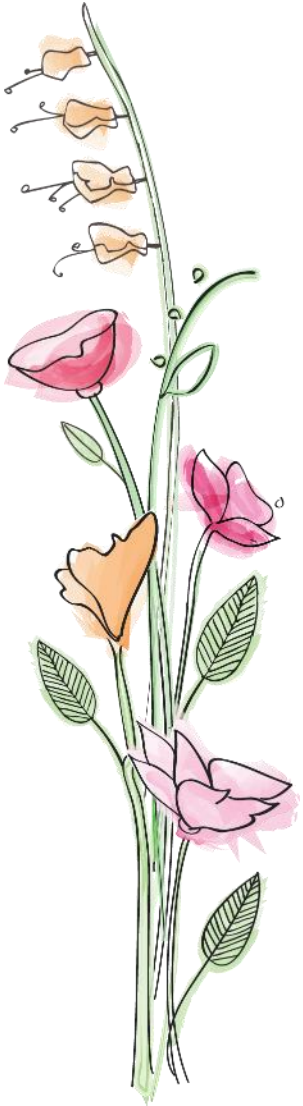
- Bloom 3 has many different customizable products and services, they keep them quality assured by implementing an inspection process.
- Employees at Bloom 3 handpick quality products regardless of increased vender/supplier prices in order to achieve the highest satisfaction for their customers and to withstand their quality brand.
- Bloom 3 has implemented extensive research and relationships in regards to providers, suppliers, and manufactures. Kim is aware of how important it is to have a solid relationship with other facilities that provide their quality products.
- Bloom 3 also fits the American Production and Inventory Control Society (APICS) definition of VOC too, which is the actual customer description in words for the functions and features customer desire for goods and services.

Results



- Bloom 3 has excellent voice of the customer techniques that not only benefits customers but also employees.
- Bloom 3 also recognizes that the voice of the employee is important for a business to thrive; characteristics of the best VOC programs incorporates the voice of the employee.
- Kim Leshner values honesty between herself and her employees. This relationship results in greater business success and a more quality working environment.
- Lastly, Bloom 3 is willing to go above and beyond for their customers because they truly know what it means to be an industry leader, by putting customers on the highest pedestal.

Discussion

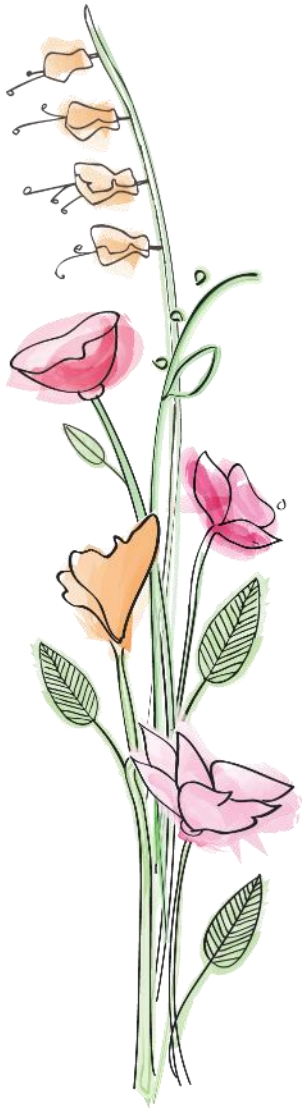


- Following our interview with Kim Leshar at Bloom 3, we learned a lot about daily operations, strategy, and the voice of the customer.
- Kim and Bloom 3 first struggled with traditional advertisement methods.
- Bloom 3 then decided in order to improve business the best way would be displaying their products and using “word-of-mouth” as “advertisement”.
- Bloom 3 and Kim donated 200 corsages to a local High School (Lyons Township) for Prom.
- Donated flowers to every business apart of the La Grange Business Association and local school offices.

Discussion: Strengths



- Kim meets with employees from both stores every single month to check in on the clients they are working with along with asking questions and allowing her employees to give her feedback and suggestions for improvement. Sometimes just listening can be a major factor in improving your business.
- Kim understands the value and difference of big business and local customers. (2 Separate Locations: La Grange vs. Evanston)
- Kim understands the unique value that each customer brings once they walk in the door and values their inputs and their specific opinions.
- Kim meets with major clients at least once a month, usually, more often than that. She tries to visit them at their place of business when dropping off floral arrangements or working on interior design at their place of business to see what their business has up and coming in the future weeks and to check in with her clients to see if they have any suggestions for her or if they would like things to be changed.



Discussion: Weaknesses

- Additionally, Kim doesn't feel very highly on statistical analysis and even though she may use a few statistical measures she doesn't believe in these metrics and values personal connection a lot more.
- Bloom 3's social media presence is very poor and should be held to a higher standard for a floral, beauty, and style shop that Bloom 3 is.
- Kim and Bloom 3 also take very long to implement needed improvement processes and new things to improve her business.
- From Kevin's experience working at Bloom 3 we also found out that Kim is very indecisive with her decisions on things within the business and within both of her shops.

Discussion: Lessons Learned



- Small businesses have an easier time connecting with customers and gaining insights.
- Short-comings such as lack of statistical analysis is a detriment to Bloom 3's competitiveness which can lead to a lack of insight and leave Kim guessing at times.
- We also noticed Kim Lesher spends a lot of times hand picking the flowers for her entire business (both locations)

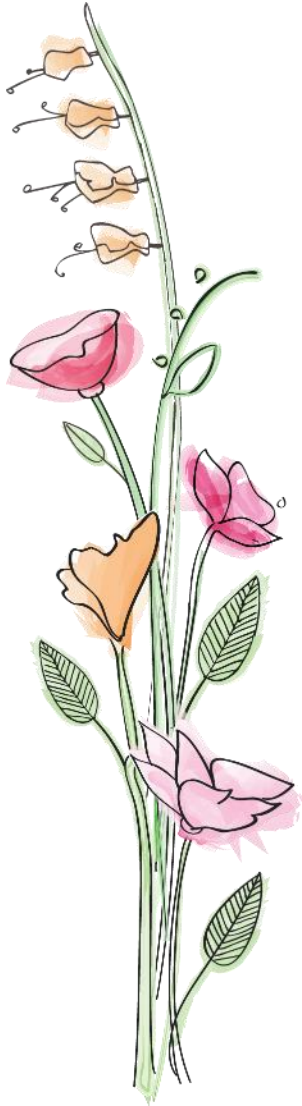




Discussion: Recommendations

- We recommend major improvements to all social media platforms.
- Implementation of 1 or more statistical analysis processes to improve business operations and enhance cost effectiveness.
- Documentation of processes would improve overall effectiveness.
- Lastly, continue the outstanding communication between clients, customers, and employees.

Five Major Summarized Interview Questions & Answers



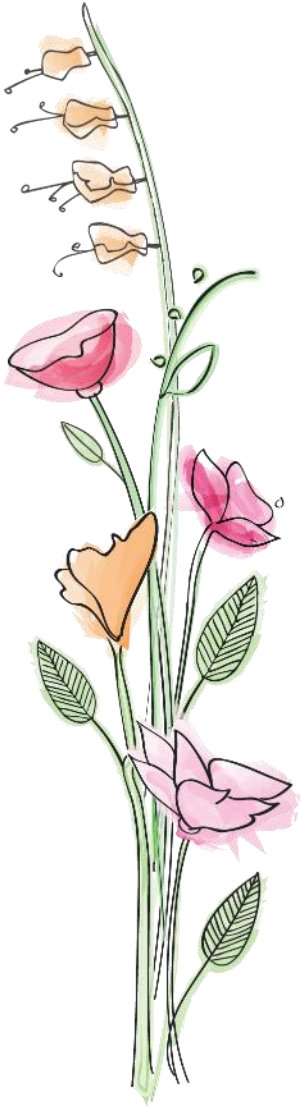
1. What does tailoring your products, flowers, and services to the “voice of the customer” mean to you and your business?

- I tailor my products to fashion trends and the trends that are currently happening in the world and in society. I try to tailor my business layout and business plan to local customers on what they are looking for and what they currently want. Most people today are into organic and modern style. This is a big part of my business. Pinterest/Instagram is huge in helping me determine what people are currently looking for and what people are currently wanting in design and floral.

2. How do you gather valuable information relating to what your customers’ wants and needs are?

- I require a mandatory feedback for any event I plan. This helps me determine what they liked and what they didn’t like. I always ask for feedback for images and designs. I always ask for feedback for images or designs that they may find. I will also change things depending on the type of feedback it is. If a customer recommends something good, then I will bring up these ideas to my board and employees.

Five Major Summarized Interview Questions & Answers



3. What type of market research, if any, do you conduct to assist your business' products and services to your customer's desires?

- I talk a lot with my providers/suppliers/manufacturers about the stuff that I am looking to buy in terms of floral arrangements, designs, and lights. For market research, I look at other businesses that I am in competition with such as Philips flowers, Mariano's, and Trader Joes. I also talk with different local artist about current trends and current likes and dislikes.

4. While implementing the "voice of the customer" into your products and services how do you maintain quality assurance throughout the process given that your products and services can be highly customizable?

- I always hand pick every product I order. I will order things with the highest standards. I hand pick ones I like and the ones I don't like. I send the anything back that I Don't approve of. I aim for high quality in everything, I'm more than willing to pay more for quality products and services. I always follow up with events that I set up to see how things went. Flowers are always held with the greatest care and attention, any flaw of the product will be replaced.

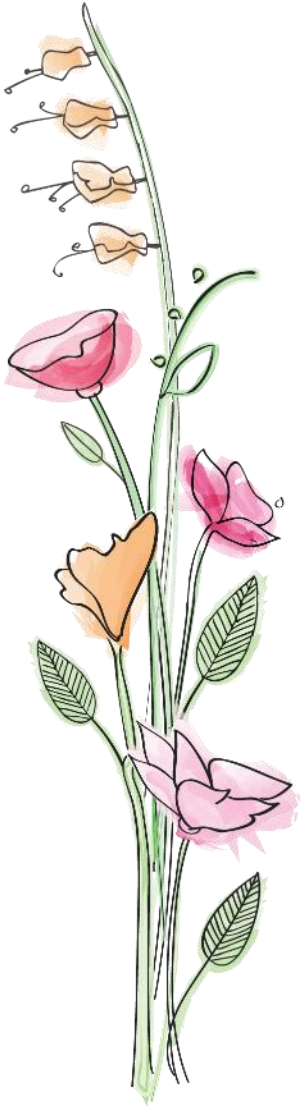
Five Major Summarized Interview Questions & Answers



5. According to American Production and Inventory Control Society the definition of VOC is: Actual Customer description in words for the functions and features customer desire for goods and services. Would you consider your company to fit this description?

- Yes, I would say we most certainly do this. A lot of times when brides or individuals want parties, they come in with images or magazines of things they want. I highly recommend customers to bring me images or websites to show me examples of what they want. Finding the style that the individual wants is the major key once the style is found.

Other Summarized Interview Questions & Answers



Q: Incorporating voice of the employee is also important for VOC. Can you explain your treatment towards your employees?

A: I value my employees extremely highly. I always give bonuses whenever I can or whenever an employee goes above and beyond. I talk with my employees not only about work life but about personal life. I really try to connect with my employees because if you are honest with them, you can create a connection. Also, they will be honest with you when needing to address problems within the business or any process.

Q: Organizations usually have multiple touch points with customers that occur all across the organization, including sales, support, warranty, and accounting interactions. Do you utilize all these touch points? Do use any other touch points?

A: We do not truly have specific warranties for flowers or support programs. As we are just a small business with only two locations. However, I do tell customers if their floral arrangements die or lose coloring within only half a week or a week. I will give them a new one of their choosing of no charge. I really strive to have my customers enjoy what they pay for.

Other Summarized Interview Questions & Answers



Q: Do you find social media (Facebook, Instagram, company website) useful in portraying your business and experience to customers?

A: Yes, I even have multiple individuals that are hired to only work on social media things only. We have Instagram, Facebook, and our website. Instagram and Facebook are more for showing products and services and announcing events and charity. We even encourage customers to post to their accounts with pictures of our events and products. Recently we have had individuals who take pictures at our event post them to their social media accounts tagging our business account and using the hashtag #Bloom3LaGrange.

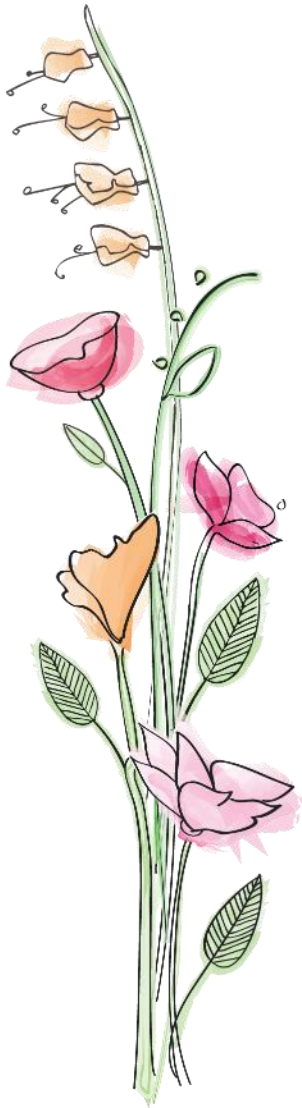
Q: Have you ever created a focus group, individual interviews, surveys, or any feedback from customers to better tailor your business? If so, tell us about your experiences.

A: I talk to people to gather information and ideas. I am a member of the La Grange Business Association. I do local fundraisers or charity events to gather feedback from local customers on the things they want. I always try to get involved in the community for private shopping, discount events, services, and local schools. Additionally, I enjoy donating extra supplies to many different local people, school, and offices. I gather a lot of easy feedback on things by donating and hosting free events instead of spending money on advertising.



ANY QUESTIONS?

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