# Product Ownership Customer Needs Assessment:

## Training Goals

Goal 1: Ensure that product ownership as a service model meets customer needs.

Goal 2: Ensure that product ownership as a service improves the ITS brand in the KofC organization.

Goal 3: Ensure that product ownership as a service has a model to continuously measure and improve its service performance.

## What is the Current State of the ITS Brand?

Overall, not good. The ITS department has an internal reputation of being unreasonable, slow, difficult to work with, and obstinate.

## SWOT

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| Strengths | Weaknesses |
| Strong knowledge of KofC business systems.  Long standing personal relationships within the organization. | Poor customer service.  Historically negative relationships with customers.  Slow response to requests.  Internal Silos. |
| Opportunities | Threats |
| Agile Transformation is a rebranding opportunity.  Flow of incoming requests is constant and new approaches can be tried. | Internal resistance to change.  In-group Out-group thinking. |

## What do KofC Business Customers Want from ITS?

Timely delivery of relevant business solutions and a can-do attitude.

Can-do attitude is not “yes to everything,” it can be “no after research and consideration,” but it is always “I hear you and I want to help.”

Once we have that down, we should look at surveying customers to refine our offering.

*If our customers want something we are capable of, but are not delivering, how do we respond?*

*If our customers want something we can’t deliver, how do we respond?*

## How Does Product Ownership as a Service Satisfy Customer Desires?

# Desired Business Outcomes:

* Timely delivery of business solutions.
* Improved customer satisfaction.
* ITS internal brand tied to high quality customer service.

# Behaviors Needed to Create Outcomes:

It should be acknowledged that product owners cannot achieve these outcomes in a vacuum, they need the support of teams to deliver on customer needs. As a whole, every individual in ITS needs to exhibit the following behaviors:

* Unrelenting focus on customer experience.
* Attention to detail in customer interactions.
* Positive attitude in customer communications.
* “One team” perspective and attitude across ITS.

Specifically, individuals providing product ownership services need to:

* Demonstrate active listening and attention to detail.
* Read between the lines of the customer requests and ask evocative questions to clarify the business value and impact of the request.
* Rely upon the team to design solutions.

# Task Analysis

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# Current State Evaluation Model

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# Sources

Author. Title. (DATE). Publication. Retrieved from URL.