

Customer Value Structures

CVS:

An organized way to identify customer needs and allows an evaluation of the current process to determine if the customer needs are being met

Example

Value: Assign probable values for each of the customers' needs. There are 100 percentage points to distribute. Start with the needs that have the highest value then distribute the remaining points.

Performance: Rate the current performance from 0 to 1 with 1 indicating PERFECT performance.

Customer: Fast Food Customer

Process: Drive-Thru Service Process

Customer Needs	Value (%)	Performance	Score	Gap
Hot/Fresh	30	.6	18	12
Fast	15	.3	4.5	10.5
Cheap	25	.7	17.5	7.5
Accurate	30	.8	24	6

100

Value x Performance = Score

Value - Score = Gap

Identify largest gaps and address them to continue to improve the process.

