

Customer Forum Week 11: Review of Deep Dive 1 Customer Research

14 February 2019



missionzero



Deep dive 1 – feedback



Feedback on materials

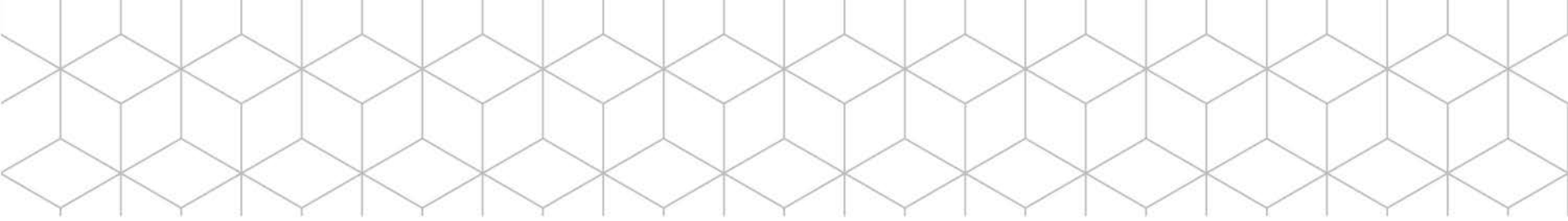
- The information on the slides differed from the background materials (hard to follow)
- Detailed background notes and slides not necessary
- Condense the slides to ensure greater proportion of time allocated to customer advocate discussion (advocates will ask clarification questions if needed)
- Question posed in the sessions need to be more customer oriented

Feedback on the workshop

- There was too much on the Agenda. The day felt rushed
- Less of a deep dive, more of a briefing and discussion
- Receiving the background material early was appreciated
- Advocates felt that we were transparent and there was opportunity to provide feedback
- Felt that AST has asked advocates to engage on our terms, not advocates' terms

Feedback on participants and facilitation

- Too few customer advocates in the room
- Increase breadth customer advocate representation
- Need to balance the conversation in favour of advocates (not the business)
- Good creative moderation could have done more to engage with the group and elicit information from participants
- Approach was too rigid; even biased (refrain from providing opinion)



Future research

