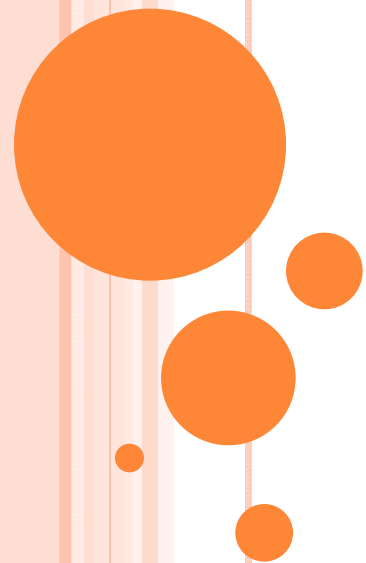


MANAGEMENT OF CUSTOMER EXPECTATIONS



JOURNEY

- Introduction
- Identifying and Engaging Stakeholders
- Compartmentalisation
- Requirements and goals/end purpose
- Realistic Customer Expectations
- Questions





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INTRODUCTION

○ PEOPLE ARE PART OF THE PROBLEM AND THE SOLUTION - PEOPLE MUST BE MANAGED

○ Customer Perspective

- expectations and their impact
- customer feedback
- grievances and pleasers
- Expectations-Managing Foundation
- Relationship building
- Strong foundation
- Organizational practices
- Impact of changed / changing expectations
- introducing new ideas, delivering bad news, and handling stressful circumstances
- Strategies for setting and resetting expectations



WIFM

- What's In-it For Me.
- You cannot 'sell'
- Customer needs to 'buy'



IDENTIFYING AND ENGAGING STAKEHOLDERS

- very difficult to accomplish successfully
- ‘real’ stakeholders
 - Who are they
 - How to separate
- Communication
 - Balancing requirements and goals/end purpose
 - Successfully Managing Expectations
 - Knowledge of the subject and the ultimate deliverables leads to increasing expectation by the ‘User’ Community



COMPARTMENTALISATION

- Departmental requirements
- Direct and indirect users
- Participation
- Goals and Requirements



BALANCING REQUIREMENTS AND GOALS/END PURPOSE

- Know your destination
- Express requirements and criteria
- Technically complex documentation/ requirement specification
- Correctness



NEGOTIATING AND MANAGING REALISTIC CUSTOMER EXPECTATIONS

- Heart of the problem
 - The customer is always right
 - Never say no to a customer
 - Always meet your customers' expectations
- Unrealistic expectation
- Effective methodology
- Training



SIX KEYS TO SUCCESSFULLY MANAGING EXPECTATIONS

- Know Your Capabilities
- Clearly Defined Expectations
- Educate and Empathize
- Be Realistic
- Continuous Monitoring
- Communicate Early and Often



5 UNDERPINNING PRINCIPLES

- Understanding the Customer Perspective
- Building an Expectations-Managing Foundation
- Setting and Resetting Expectations
- Communicating with Care
- Commitment-Building

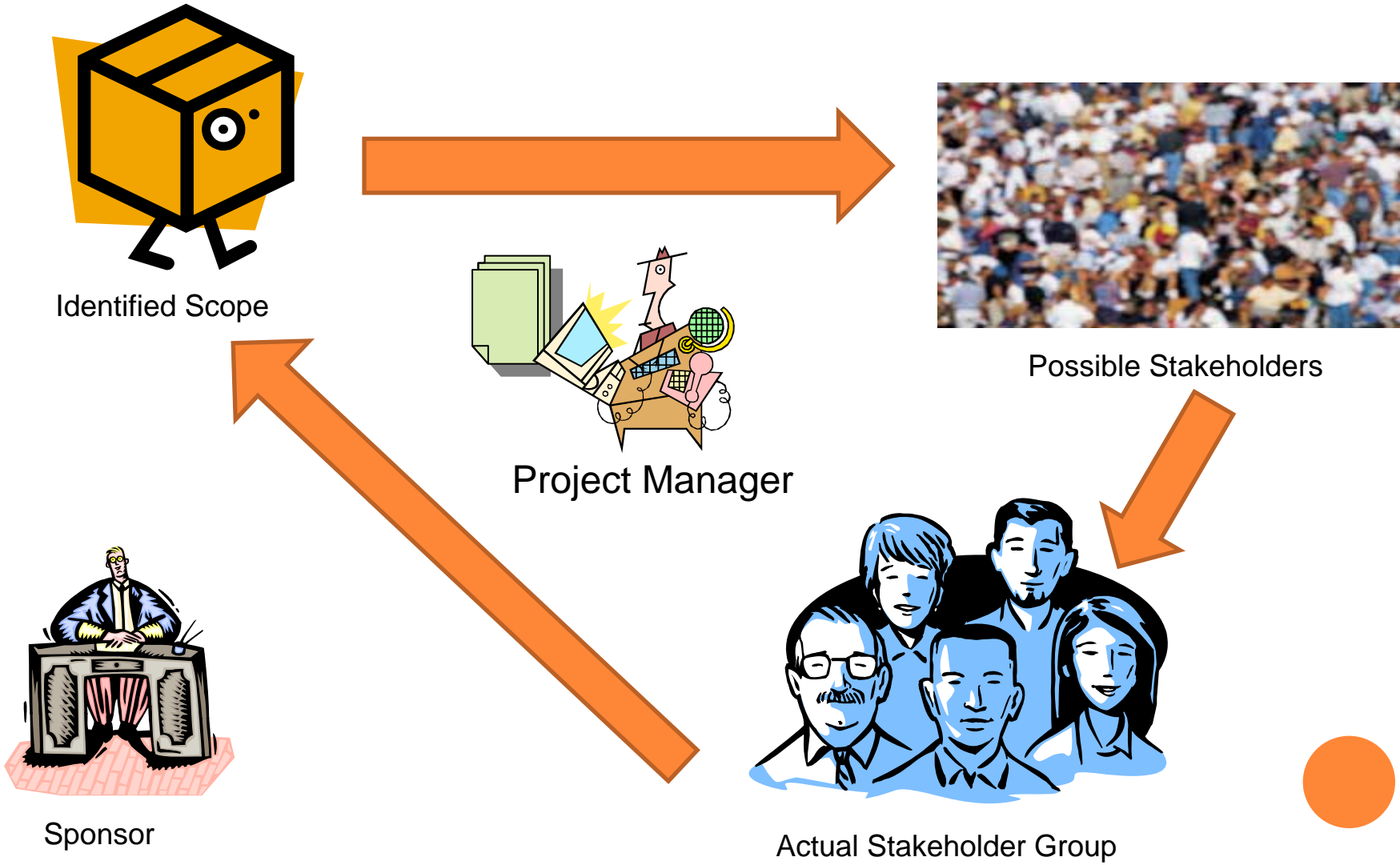


INCREASING EXPECTATION BY THE 'USER' COMMUNITY

- Knowledge of the subject and the ultimate deliverables leads to
 - Increasing expectation
 - Outrageous demands
- Expectation management
- Expectations are deeper and broader than "requirements:"

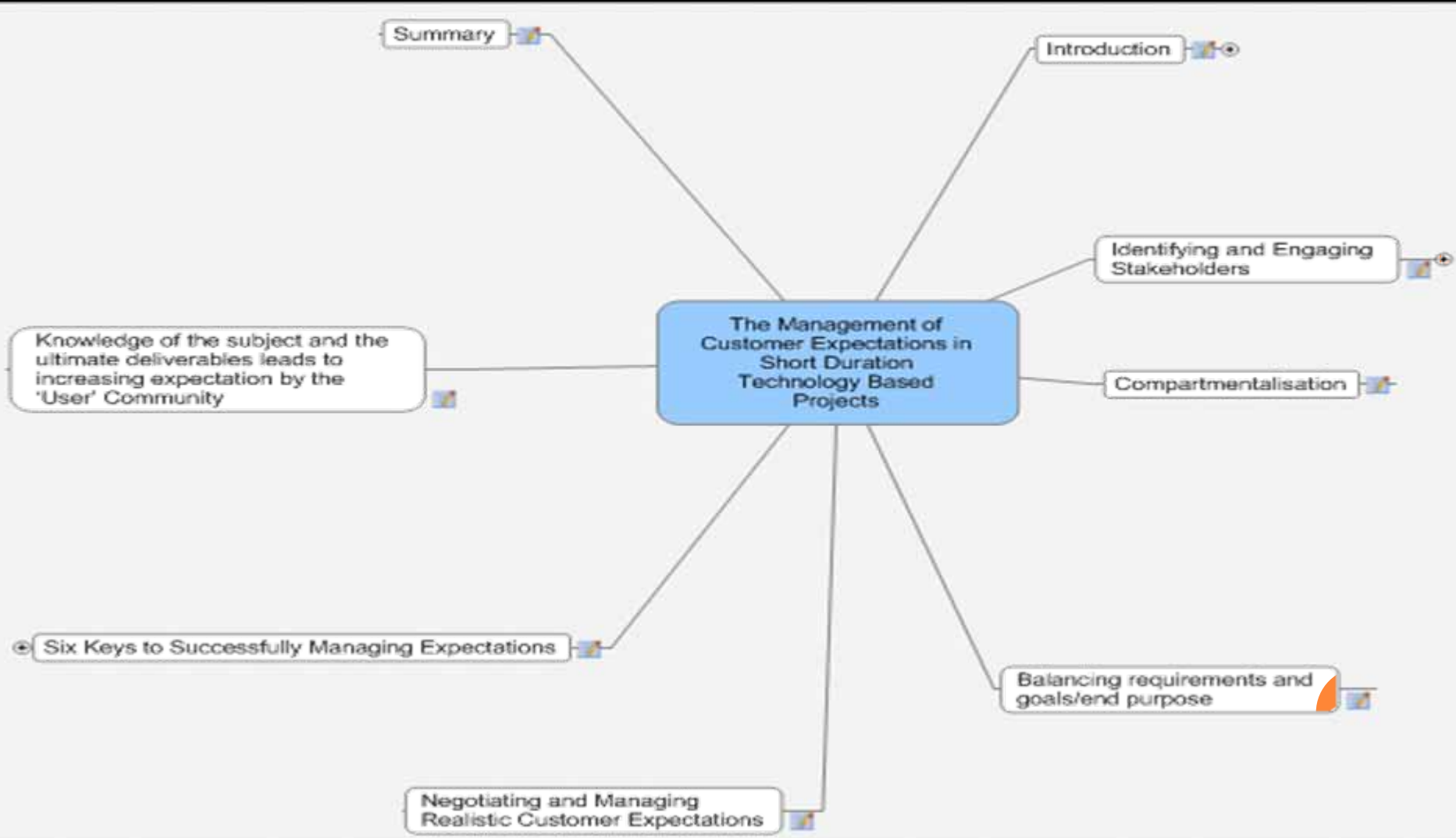


CUSTOMER MANAGEMENT LIFECYCLE





THE MANAGEMENT OF CUSTOMER EXPECTATIONS IN SHORT DURATION TECHNOLOGY BASED PROJECTS



QUESTIONS

