# Worksheet 2: Identifying and Understanding Customer Needs

Use the following worksheet to identify the direct and indirect customers of your program. Add more rows as needed.

* **Output**: What services/products do you provide? What do you do?
* **Customer**: Who are the direct and indirect recipients of your services?
* **Customer Needs and Wants**: What do your customers ultimately need from your program or service? What do they want?
* **Data and Measures**: How do/would you know if you are successful in meeting your customers’ needs and wants?

| Output | Customer | Customer Needs and Wants | Data and Measures |
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**Discussion questions:**

* What barriers or challenges have we encountered in delivering this service or meeting customer needs?
* Which customer needs are we meeting?
* Which customer groups are the most satisfied with our program or services?
* What customer groups are not accessing our programs or services that could be?
* What do we need to better understand about our customers?

\**Adapted from* [*Customer Identification Worksheet*](http://www.health.state.mn.us/divs/opi/qi/customerfocus/docs/worksheet_customerid.docx) *from the Minnesota Department of Health Center for Public Health Practice*