



HappyOrNot Service Canvas

Get the most out of the HappyOrNot service

What is it?

With the HappyOrNot Service Canvas, you can easily create a plan for monitoring your customer/employee satisfaction and get the most out of the HappyOrNot service.



How to use the Service Canvas

- The HappyOrNot Service canvas is based on the Business Model canvas, and is filled in very much similar way.
- The best way to fill out the canvas is to organize a workshop that has representatives from all levels of the organization.
- Print out the blank canvas or project it on a whiteboard, discuss the questions in each box, and then write down the answers.
- Be as specific as possible: For example, name specific people rather than generic job titles.

Tips and discussion topics

Make it happen

Responsibilities

- Name specific people who follow the results, and make sure they have the time and motivation to make it a part of their routine.
- How often do the results need to be checked, and does the person responsible need to report to someone?
- Are there any relevant job descriptions or responsibilities related to customer/employee experience development?

Targets

- The target value can be, for example, Happy Index or response rate.
- One target can also be stable customer/employee experience at all times/in all locations, measured by, for example, the difference between the lowest and highest Happy Index.
- Targets can vary between locations (especially short term).

Tips and discussion topics

Make it happen

Communication

Internal communication with employees

- It is crucial to communicate to employees that the aim of the service is to develop customer/employee experience and not to 'spy' on employees.
- It is also important to share both the results and how they are being used to develop the service and ways of working.
- Consider which meetings would be best suited for discussing the customer/employee experience and how to improve it.

External communication to customers

- How to encourage and remind your customers to leave feedback?
- The results can be communicated to customers with, for example, printable reports, social media posts or info screens

Tips and discussion topics

Make it happen

Link

- Customer/employee satisfaction cannot be an isolated task. It is important to see how it's related to strategic KPIs.
- Could good Happy Index be one of the company's KPIs?

Tips and discussion topics

Make the change

Triggers

- A trigger can be a constant value of an index, such as minimum acceptable Happy Index value, or a change in value, such as highest acceptable decrease compared to previous month (or the same month in the previous year if seasonal variation is high).
- Triggers don't have to be same for all locations.

Tips and discussion topics

Make the change

Improve

- Who has the main responsibility when a trigger is met? A different person can take responsibility on shop/region/chain level.
- How to discuss the reasons behind low performance and decide the improvement actions to fix it? Employees should be involved when investigating the reason, and discussions need to be done in positive spirit. The goal is to develop in a way that benefits all, not to find someone to blame.
- Use the questions on the 'Make it happen' side of the canvas again to define responsibilities, targets, and a communication plan for agreed development actions
- Development should obviously also happen even when no triggers are met. Discuss how to collect and handle improvement ideas coming from employees and management.

Tips and discussion topics

Make the change

Follow

- Decide on a routine to follow-up on the results of improvement actions, and how they are communicated with the employees.
- How often and by whom will the employee/customer satisfaction plan and this canvas be updated?