**TOOL DESCRIPTION**

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# Customer Fit Analysis

**The Customer Fit Analysis tool can be used to help the group step into the customer's shoes and find out how certain customer expectations can be met.**

In the process, using this tool can help you to evaluate your ability to respond appropriately to customer requirements. The groups adopt the customer's perspective and point of view to jointly derive a comprehensive understanding of the fields of action and development opportunities.

This Analysis is valuable, as it enables you to:
- Walk in the shoes of relevant customer segments.
- Align group views about customer developments.
- Sharpen awareness for the current state of the organization regarding customer needs.
- Define most important gaps.
- Prioritize hot topics to work on.

| Duration | Participants | Facilitation |
|---|---|---|
| 1–2 h | 6–20 people | no special material needed |

# Customer Fit Analysis │ **Process**

| **Customer segments** 10–15 min | **Keywords in small groups** 10–15 min | **Additional ideas from the other groups** 15–45 min | **Common view** 15–20 min | **Hot topics** 20 min |
|---|---|---|---|---|
| The first step involves categorizing customers who have common characteristics into segments (max 3-5). Small groups are then organized according to these segments, including people who most thoroughly understand this customer segment.<br><br>Each segment is assigned a pinboard divided into "expectations for the future" and "How well prepared are we?". | In the subsequent step, groups concentrate intensely on their specific customer segment, gathering keywords on the two different topics. They delve deeply into their understanding of their customers' needs and assess the current state of the own organization regarding the customers' needs. | In the following step, small groups transition to the next customer segment, completing the corresponding inventory. This process is iterated until each group has addressed every customer segment. | The subsequent step involves collectively examining and discussing the diverse results to foster a shared understanding of current or future customer requirements and how well these are being met by each organization.<br><br>The objective is to achieve a common understanding and to derive potential areas for development and action based on the identified gaps. | In the last step, groups – in their original or reconfigured composition – identify "hot" topics and write these down on post-it notes.<br><br>The 3–5 most significant issues are then pinpointed and summarized in groups. |

**Keywords in small groups** table:

| Customer expectations over next 3 years | How can we fullfill these? |
|---|---|
| - | - |
| - | - |
| - | - |