

Satisfaction Vs Importance Guide:



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Satisfaction Vs Importance

Introduction

In Stage 2, the Satisfaction vs. Importance framework is used to prioritise opportunities by evaluating stakeholder needs based on their satisfaction with current solutions and the importance of those needs.

ISO 56002 Alignment

Clause 4.4.3 of ISO 56002 relates to the creation of a collaboration as part of the establishment of an Innovation Management System (ISO 56002). In stage 2 of the EBN Process, collaboration is undertaken with stakeholders (external and / or internal) to ensure that this front-end innovation process includes diverse perspectives and expertise as part of the Need Statement prioritisation process. This approach aims to reduce self-reference and self-bias in the prioritisation of Need Statements.

Satisfaction Vs Importance in EBNLab

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Based on the overall Satisfaction Scores and the Importance Scores provided by your key stakeholders, an Opportunity Score is calculated. This is used to prioritise stakeholder needs based on their importance and satisfaction scores, helping to identify which opportunities should be targeted for improvement or innovation. A higher Opportunity Score indicates a greater opportunity for innovation or improvement. As part of this approach it is important to engage with a minimum of 5 stakeholders. This tool was first developed by Tony Ulwick as part of the Jobs-to-be-Done (JTBD) framework.

By calculating opportunity scores for various needs, organisations can systematically identify and prioritise the most promising opportunities for development and innovation.

The definition of importance and satisfaction in respect of the tool is as follows:

- **Importance:** This dimension measures how important a specific need is to the customer or key stakeholder. High importance indicates that the need is critical for the customer/key stakeholder, whereas low importance suggests it is less critical.
- **Satisfaction:** This dimension measures how satisfied customers / key stakeholders are with the current solutions available to meet that need. High satisfaction means they are happy with existing options, while low satisfaction indicates dissatisfaction or unmet needs.

The Satisfaction Vs Importance chart can be viewed in 4 quadrants. By mapping customer needs against these two dimensions, organisations can better understand where to focus their innovation efforts to maximise impact and customer satisfaction.

The 4 quadrants are:

- **High Importance / Low Satisfaction:** These are high-priority opportunities for innovation. Customers consider these needs crucial, but current solutions do not meet their expectations. Addressing these needs can significantly enhance customer satisfaction and competitive advantage.
- **High Importance / High Satisfaction:** These needs are well-served by current solutions, and while they are important, there may be limited opportunities for improvement. However, maintaining performance in these areas is crucial to keep customers satisfied.
- **Low Importance / Low Satisfaction:** These needs are less critical to key stakeholders, and they are also not satisfied with existing solutions. While these areas are not top priorities, there may still be opportunities for niche improvements or innovations.
- **Low Importance / High Satisfaction:** These needs are of low importance to key stakeholders, and they are satisfied with the current solutions. These areas are typically low priority for innovation efforts, as improving them is unlikely to significantly impact overall customer satisfaction.

Satisfaction Vs Importance Quadrants

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