



HOUSE OF COMMONS

Understanding Our Clients' Changing Needs

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IFLAPARL Pre-conference
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Understanding Our Clients' Changing Needs

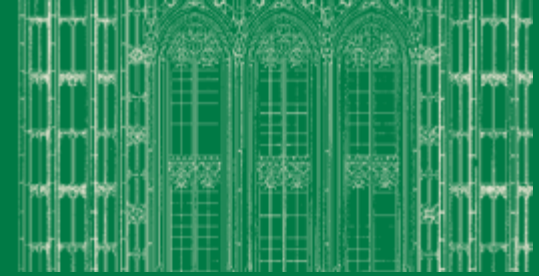
- Why are our clients' needs changing?
- How do we find out what our clients want?



Why are our clients' needs changing?

1. Increasing demands on Members





Why are our clients' needs changing?

1. Increasing demands on Members
2. Higher expectations from citizens





Why are our clients' needs changing?

1. Increasing demands on Members
2. Higher expectations from citizens
3. Technology





Why are our clients' needs changing?

1. Increasing demands on Members
2. Higher expectations from citizens
3. Technology
4. World is getting smaller, changing faster, everything happens in real time

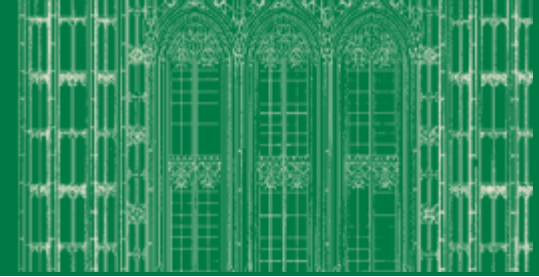




How do we find out what our clients want?

1. Ask them!





How do we find out what our clients want?

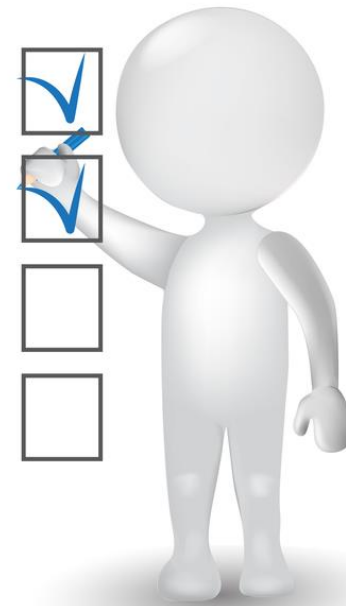
1. Ask them!
2. Feedback

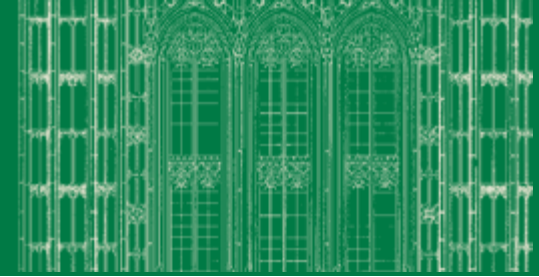




How do we find out what our clients want?

1. Ask them!
2. Feedback
3. Surveys





How do we find out what our clients want?

1. Ask them!
2. Feedback
3. Surveys
4. In-depth interviews / focus groups





How do we find out what our clients want?

1. Ask them!
2. Feedback
3. Surveys
4. Interviews / focus groups
5. What do others want?





What ideas have we discussed before?



1. [Using personas](#) – Canada, 2016
2. [Research cooperation / Member surveys](#) – Japan, 2016
3. ['Big Data' & business intelligence](#) – Switzerland, 2016
4. [Business Model Canvas & Design Thinking](#) – Brazil, 2016



What ideas have we discussed before?



5. [Dealing with dynamic change](#) – Uganda, 2015
6. [Strategic planning](#) – Netherlands, 2015
7. [Customer Relationship Management](#) – Brazil, 2014
8. [The Committee for the Future](#) – Finland, 2012



What ideas have we tried in Westminster?

- Customer Value Propositions (CVPs)
- Service feedback
- Random online surveys
- Website personas & UX
- User panels
- Exit interviews
- Member surveys



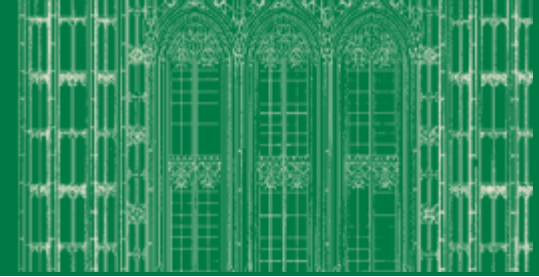


What's coming up next week on this topic?

Session 210, Tuesday - 13:45

- Report on the practical use of Design thinking
– Brazil
- Adjusting the offer to Members' needs – EPRS





What's coming up next week on this topic?

Networking Events:

- Design of research/information products
- How to evaluate impact





Discussion questions:

- How are your clients' needs changing?
- What ideas do you have to find out what new services your clients might want?

