Forecasting IPS Customer Needs
Development Framework for Alignment of Resources & Capabilities

Review of Agency Performance Results:
- What are top 3-5 most frequently requested customer services?
- Which 3-5 training programs had the greatest levels of participation?
- What staffing or marketing changes are planned by the agency to deliberately increase/reduce customer demand for these services in the next year?

Review of Staff Feedback:
- What are key areas of customer need regularly discussed at agency staff meetings? Any recurring topics?
- What are key customer complaints heard by agency staff and leaders?
- What are most frequent complaints heard by staff about our customers?

Review of Advisory Council/Key Stakeholder Feedback:
- What are the 3-5 most important issues identified by your agency’s advisory council that are likely to impact your customers during the next 3-5 years?
- What are the 3-5 most important issues identified by your agency’s key stakeholders (suppliers, partners, regulators, donors and UT administration)?
- Is feedback from Advisory Council consistent across customer segments, or is there significant variability due to customer size, location, key products/services?

Review Funding Partner Requirements:
- How are federal and state appropriations impacting funding capabilities of key granting/contracting partners for us and our customers?
- How are changes in administrative leadership and policy impacting funding relationships between funding organizations and us? Our customers?
- Are there any changes in key outcomes desired from us or our customers by existing or potential new funding partners?

Review Regulatory Environment:
- Have federal or state laws changed that will impact our customers and their need for our services?
- Have regulatory policies changed that will impact our customers and their need for our services?
- Have industry standards or best practices changed that will impact our customers and their need for our services?

Review Market Conditions (Environmental Changes):
- How are global, national, regional and state economic trends likely to impact our customers? (i.e. UT Boyd Center's Economic Forecast)
- How are political conditions likely to influence our customers?
- What do our market results (see agency performance results) and our comparative reviews suggest our customers are likely to need and invest in?