

## 2006 BALDRIGE ACTIONABLE CRITERIA

### Item 7.1: Product and Service Outcomes (100 pts.)

Process

#### What are your product and service results?

Summarize your organization's **KEY** product and service **PERFORMANCE RESULTS**.

**SEGMENT** your **RESULTS** by product and service types and groups, **CUSTOMER** groups, and market **SEGMENTS**, as appropriate.

Include appropriate **COMPARATIVE** data.

Provide data and information to answer the following questions:

#### 7.1a. Product and Service Results

What are your current **LEVELS** and **TRENDS** in **KEY MEASURES** or **INDICATORS** of product and service **PERFORMANCE** that are **IMPORTANT** to your **CUSTOMERS**?

**HOW** do these **RESULTS COMPARE** with the **PERFORMANCE** of your competitors and other organizations providing similar products and services?

#### Note:

**N1.** Product and service **RESULTS** reported in this **Item** should relate to the **KEY** product and service features identified as **CUSTOMER** requirements or expectations in **P.1b(2)** based on information gathered in **Item 3.1** and **Item 3.2**. The **MEASURES** or **INDICATORS** should address factors that affect **CUSTOMER** preference, such as those included in **Item P.1, Note 3** and **Item 3.1, Note 3**.

**N2.** For some nonprofit organizations, product or service performance **MEASURES** might be mandated by your funding sources. These **MEASURES** should be reported and identified in your response to this **Item**.

For additional description of this Item, see [7.1 Product and Service Outcomes Description](#).

2006 Criteria Items: [1.1](#) - [1.2](#) - [2.1](#) - [2.2](#) - [3.1](#) - [3.2](#) - [4.1](#) - [4.2](#) - [5.1](#) - [5.2](#) - [5.3](#) - [6.1](#) - [6.2](#) - [7.1](#) - [7.2](#) - [7.3](#) - [7.4](#) - [7.5](#) - [7.6](#) - [P.1](#) - [P.2](#) - [Criteria Home](#)

Key: [CAPS](#) link to [GLOSSARY](#) terms; **Red** words link [CORE VALUES](#); **Yellow** identifies new 2006 words; [Best Practices](#); [Application Information Capture Templates](#)