

# Voice of the Customer Assessment Results

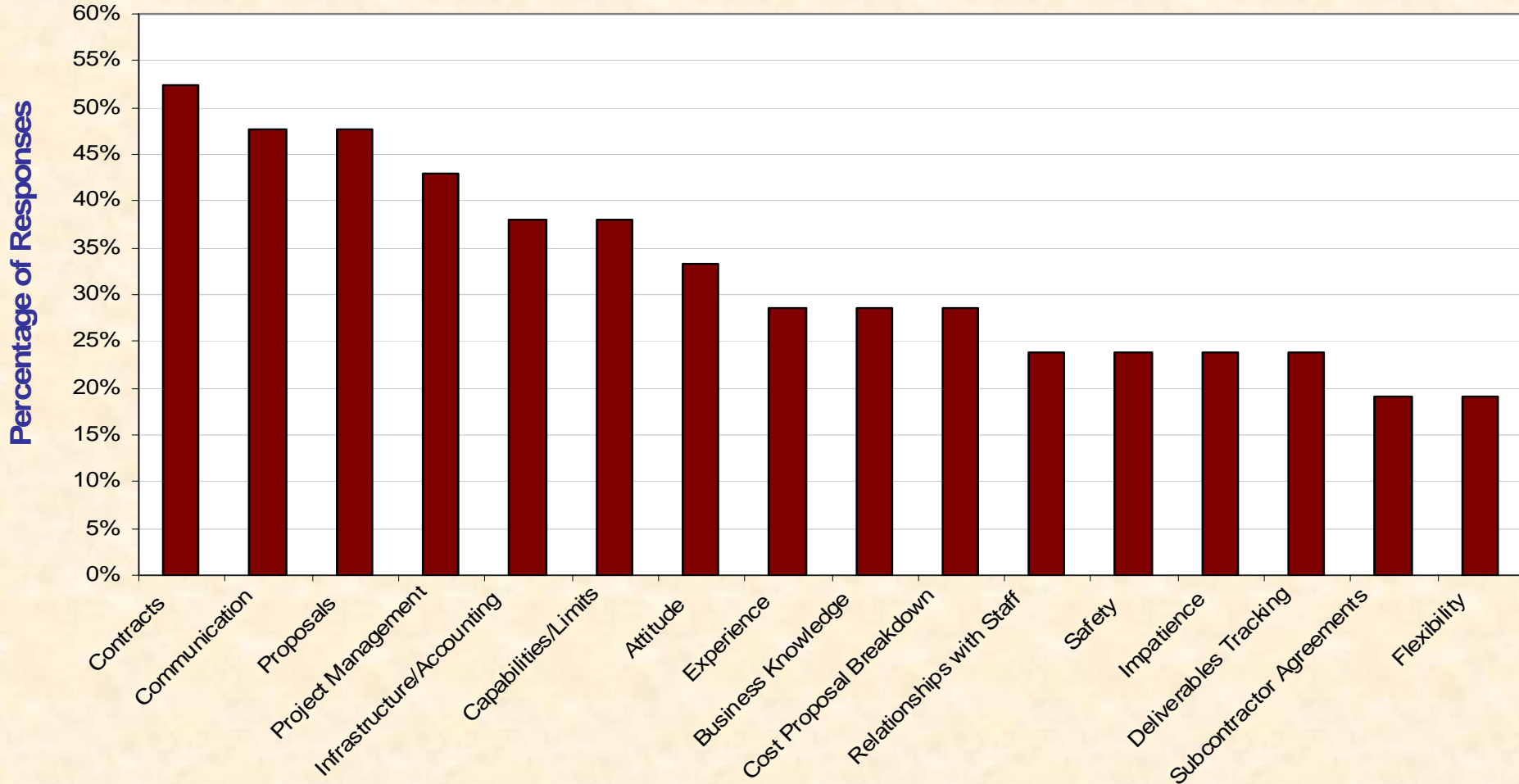
Lynn Aaron  
**Summer Intern**  
**Small Business Programs Office**

**August 9, 2006**

# Voice of the Customer

- **Objective: To identify the challenges ORNL staff face with small businesses that are performing contracts and develop suggestions for improvement**
- **Interviewed more than 20 customers and buyers from various divisions within ORNL for feedback**
- **Determined top challenges based on feedback and suggestions for improvement were given**

# Top Challenges Faced by ORNL Staff



Challenges Faced By ORNL Staff

# Voice of the Customer Goal

- **Small Business Programs Office Purposes**
  - Relay useful information to small businesses
  - Educate small businesses on how to do better business with ORNL
  - Provide small businesses with resources to be competitive for contracts

***“World-class support for a world-class organization.”***

Oak Ridge National Laboratory  
Small Business Programs Office  
1009 Commerce Park Drive, Suite 350  
Oak Ridge, Tennessee 37830

**Small Business Programs Office Website:**

[www.ornl.gov/smallbusiness/](http://www.ornl.gov/smallbusiness/)

**Lynn Aaron, Summer Intern, Small Business Programs Office**

**Phone: (865) 574-6907**

**E-mail: aaronlm@ornl.gov**

**Keith Joy, Small Business Programs Manager**

**Phone: (865) 576-5484**

**E-mail: joyks@ornl.gov**