

Voice of Customer

Customer Groups and Key Attributes

	Fiscal concerns	Public safety	Compared to other communities	Invested in community	Affected by ordinances	Growth opportunities	Competitive	Limited choice for basic needs/ services	Quality amenities	Paying customers of the Village	Access/ location	Voluntary	Profit driven	Service to community	Shared vision & values	Comfortable environment	Equitable treatment	Need for sharing resources	Overlapping boundaries	Spend more time w/in village	Work/life balance	Resources to do job	
Residents Homeowners/Renters	X	X	X	X	X	X		X	X	X						X	X		X	X			
Employees	X	X				X								X	X	X	X					X	X
Village Board Other Village Departments	X	X		X		X		X							X			X					
Businesses Customers of businesses Vendors to businesses Prospective businesses Event Sponsors	X	X			X		X				X		X	X									
Suppliers Contractors Developers	X		X		X		X				X		X										
Neighboring communities Fire Departments Other Public Service entities Sanitary District	X	X	X				X											X	X				
Aircraft owners and tenants Program participants Civic groups Facility renters Lake users Park Users Affiliate groups Unincorporated Water Customers	X	X		X					X	X		X											
Non-Residents Guests of residents Transient pilots FOIA requestors Non-flight airport guests		X	X									X											