

1. Your staff are de-motivated?
2. Attrition is too high?
3. Training and development investment is reasonable but impacts are unclear?
4. What are the core competencies and skills your staff require for the future?
5. Is there a gap between current and future skill sets and competencies?
6. Promises to customers and staff are not being kept?
7. Staff communications are irregular, one-way and don't happen when things get busy?
8. Back office roles are badly handled?
9. Back and front office skills are not integrated?
10. Systems and technology investments are not providing the right return?
11. The business is not adequately focused around the end-to-end customer experience?
12. Is the customer at the very centre of everything you do and breathe?
13. Are your business processes simple and customer-centric?
14. Do your Directors and Senior Managers walk the floor?
15. Do your Directors and Senior Managers talk to customers each and every day?
16. Can you attract and keep exceptional staff?
17. Do your front-line people have a real say in how customer service is delivered?
18. Requirements and priorities for systems are cloudy?
19. User involvement in system requirement definitions is limited?
20. How much more business can be/will be/has been attributed to new investments (e.g. IT)?
21. How much more efficient will staff and processes be by the implementation of new systems?
22. Different locations show wide variations in performance and efficiency?
23. Management information and reporting is inadequate, inconsistent and too late?
24. Cost of service versus value provided is not understood?
25. Your customer service centre performance is not where it needs to be to take the business forward?
26. People believe that quantity and quality are incompatible?
27. Cost of acquisition and service is too high and is eating into margins?
28. First time fixes are decreasing and repeat contacts are increasing?
29. Compared to other industry benchmarks you are well behind the curve?
30. Self-service capabilities are not properly defined?
31. Incremental gain of knowledge through various mechanisms, i.e. the web, is not in place?
32. Multiple systems are poorly integrated and causing service issues and inefficiencies?
33. You have heard about offshore service and back office capabilities but are unclear as to the opportunities and risks?
34. Future strategic direction is threatened by an inability to provide great service?
35. Fulfilment capability is poor and inconsistent?
36. Physical billing is prone to errors, late despatch and inconsistency?
37. Project management needs definition and resource?
38. Links to the field are difficult and knowledge is not shared?
39. Supplier management needs better control and integration?
40. Major change is required but there are few people with real experience to implement?
41. The business has few, if any, inter-SLAs and business performance metrics?
42. You don't know whether to retain customer service in-house or to outsource?
43. Customer complaints are up?
44. Rewards are not based on customer satisfaction and retention?
45. Should you/can you operate service staff remotely?
46. Where are the best service locations?
47. You don't know what your competitors are doing in the service area?
48. You are confused - is it ROI, ABC, Benchmarking, Balanced Scorecard, NPV, CSFs...?
49. Customer knowledge is a distant dream - piles of data but no knowledge and behaviours?
50. Business processes have been unchallenged for at least six months?
51. Marketing are increasingly concerned about the negative impact service appears to be having on the brand proposition?
52. Customer satisfaction is down considerably? Customer involvement in shaping the business future is minimal?
53. Product penetration and repeat purchases are well below plan?
54. You need to increase pro-active sales activity but lack the skill sets and knowledge about how to set and achieve targets?
55. What business value would be destroyed if services (IT, Customer Services, etc) were withdrawn?
56. When considering IT investment viability have you asked if you can afford it?
57. Does IT support your business strategy?
58. Does IT implementation need a re-prioritisation of other key projects?
59. Can/will the IT investment be able to genuinely integrate with other plans, products and projects?
60. Will its implementation result in better quality information and will knowledge be available sooner and in a more accessible fashion?