

Aligning My Team Around Customer Decision Drivers

<i>Customer Decision Drivers</i>	<i>Description – What our Customer Could Be Looking For</i>	<i>Importance to Customers</i>	<i>Our Status</i>	<i>Our Priority to Address if Status is Weak</i>
Financial Health	Strong and consistent financial performance to be a healthy business partner	A	Yellow	A
Customer Experience	Ensuring a seamless and positive experience from finding us thru to fulfillment	A	Red	A
Product/Service Fulfillment	Meeting our customer timing requirements in receiving our product/service	A	Green	
Product/Service Portfolio	Having the breadth and depth of offering our customers expect from us	B	Red	
After sale support	Ease of using, maintaining and benefiting from the use of our product/service	B	Red	
Price	Cost of acquisition to get your product or service. Cost of using/maintaining your product	A	Red	A
Contracts/Agreement Flexibility	Ability to offer terms and conditions that provide a positive 2-way partnership	B	Green	
Customer Support	Ease of contacting and communicating with our team	A	Green	
Technological Leverage	Expecting you to offer a desired technology either in your product and/or in your support	A	Red	A
Intellectual Property	Looking for you to possess a unique capability that others don't offer	B	Green	
Cost Out Pipeline	Maintain business efficiency in how we create and fulfill on demand	B	Red	
Green	Operate our business in a way that supports environmentally friendly practices	B	Red	
Operate Safely & Securely	All facets of our business are managed for safety and security for customers	A	Yellow	A
Facility/Capacity/Equipment	Maintain effective physical presence and capacity	B	Green	
Team/Organization	Have the right people in the right roles with the right focus	B	Green	
IT/Systems	Ensure we have effective and secure IT systems	A	Green	
Access to Leadership	Be accessible by customers at the desired level of the organization they expect to interface with	B	Green	