



**Services Transformation and Innovation Group LLC.**

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## ***Burning Platform***

Is your business a potential burning platform? Are there warning indicators, direct or indirect, that signal a pending disaster? Are competitors tapping the reservoir of opportunity and providing your customers what you are not? You may be operating with symptoms that reflect a major problem for your business. How do you prevent them from causing your own business demise? How do you prepare for these risks and successfully prepare to retain and expand your customer base? The first step is a quick assessment of your business to determine if the platform you are standing on is beginning to burn or vulnerable. Review the following key indicators to see if your business is exhibiting any of the symptoms of a current or future problem.

Your business exists because your customers allow you to exist. Customers are a large asset for any company. Are you effectively managing the customer assets? Has the global economy damaged your customer relationships and do you see some of these warning indicators?

### **Business/Risk Indicators (Yes or No)**

1. New competitors are winning in your space with less robust offerings
2. Price sensitivity seems to be increasing in your marketplace
3. Your previous uniqueness/brand of products/services is being replaced by cheaper alternatives
4. Your business results are not meeting your expectations and you can't put your finger on why.

### **Investment returns/ROI Indicators (Yes or No)**

5. Your customer satisfaction (CSAT) or NPS (Net Promoter Score) investments have not yielded the expected results you anticipated.
6. Your cost reduction and outsourcing programs have damaged your relationships with your customers.
7. You cut the budget for customer care or service to make up for lack of profits elsewhere

### **Employee Indicators (Yes / No)**

8. Your employee satisfaction metrics are declining
9. Your key employees or top performers are jumping ship.
10. Your employees are focused more on internal issues like their jobs than taking care or engaging with customers.
11. Career development activities have been curtailed or eliminated

### **Customer Experience Indicators (Yes / No)**

12. Your customer orders, same store sales, bid performance, share of customer's wallet or other customer performance metrics are declining or growing more slowly than competitors.
13. Your customer complaints, escalations and negative social network traffic are rising.
14. Your customer satisfaction metrics are not improving or trending negative.
15. Your customers are not as engaged as they used to be with you and your business.

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## **Understanding the threat to your business:**



### **An Explosion is Imminent**

If you answer yes to more than 10 of these, abandon the platform immediately and save your company. This should be an immediate call to action with maximum application of resources.



### **You See Flames**

If you answered yes to 7 or more, you see the flames. A crisis is in progress and immediate action is required.



### **You Smell Smoke**

If you answered yes to more than four, then you are starting to smell the smoke of the burning platform. Take pro-active actions NOW! Get the help that you need to understand the problems and potential solutions.

Timing is critical. The financial meltdown in recent years has created a crisis that deeply affects your customer's view of your business. Focusing on your customer assets is crucial for any successful turnaround of your business. More importantly there is an opportunity to get ahead of your competition and gain market share and share of wallet. The solution is the implementation of a customer experience strategy that encompasses your entire enterprise and helps you create customer success and build deeper relationships. The Services Transformation and Innovation Group has the experience, capability, proprietary tools and methodologies to properly assess the warning indicators, develop critical improvement action plans and assist you in executing a successful program focused on the customer. Interested? Contact us for more information and a self assessment of your business.



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