

Current Capability Assessment

Objectively assessing and quantifying your current performance

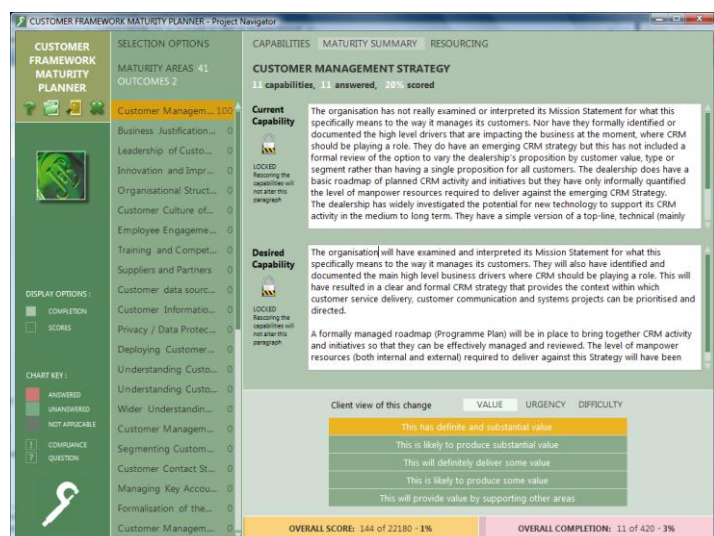
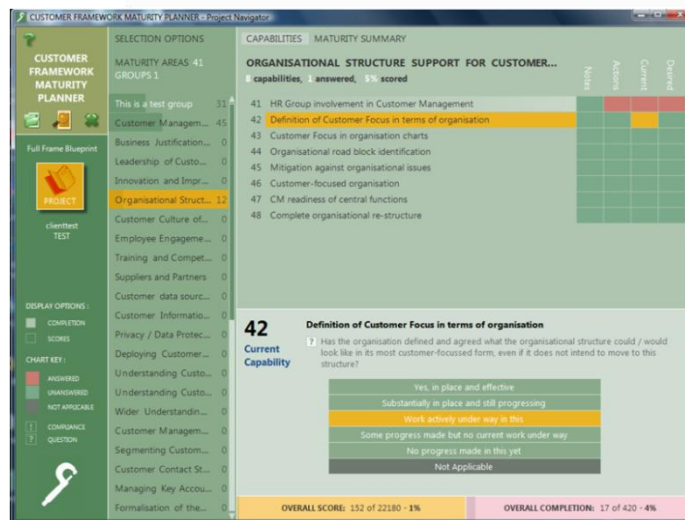
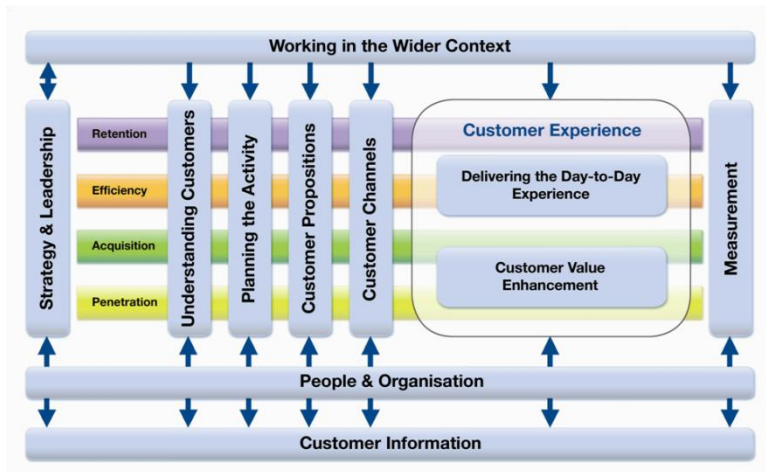
At the core of The Customer Framework™ is the structured and detailed assessment of current capability. The Assessment can be carried out in varying levels of detail and with varying degrees of scope. From an assessment of 420 practices across 41 capability areas covering the whole scope of Customer Management, to a specific assessment of just one element of an organisation's capability, perhaps in the analytics area, information management or customer contact management.

The assessment can be carried out by a trained practitioner from a Customer Framework Company, who will add personal experience and a tenacious search for real evidence to the process.

Alternatively, it can be deployed on-line for self-completion by a number of different business units or to get input from a number of different individuals. We can even license and train your own people to carry out the assessment.

The output can be a very detailed report with a combination of textual descriptions of current capability and quantitative scoring.

Alternatively, it can be a simple, and virtually automated output after the completion of an on-line assessment.



The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.