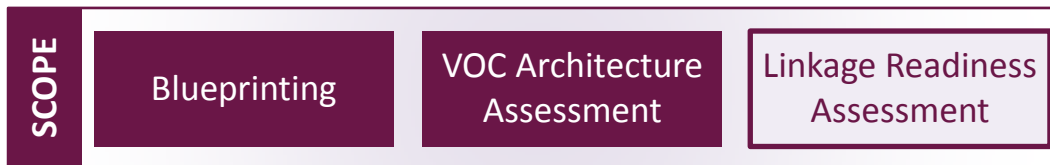


Linkage Readiness Assessment

Assessing an Organization's Readiness for Understanding Enterprise-Wide Drivers of Customer Satisfaction and Financial Performance



Business managers today require demonstrable links between survey based customer engagement results and financial outcomes, as well as links to key operational and employee metrics. Leading edge organizations strive to quantify the relationships that exist among customer engagement data, operational work, and/or business results through Linkage Analysis. Prior to embarking on analytical linkage efforts, Linkage Readiness Assessment should be conducted to identify the inputs for Linkage Analysis, as well as maximize efficiency of the linkage process.

What Is Linkage Readiness Assessment?

- The process is used to examine the financial, operational, and customer data available for linkage analysis
- The assessment can be expedited by developing a Blueprint of the business, as well as concluding the VoC Architecture process

What Are the Key Steps in the Linkage Readiness Assessment Process?

- Evaluate the financial, operational, and customer data best suited for the Blueprint measures
- Determine whether the data sources can be linked
- Determine data source and data owners within the organization, which may include an analysis of the VoC Architecture (VoC Architecture Assessment)
- Assess linkage capability (Linkage Analysis)

What Are the Deliverables of the Linkage Readiness Assessment Process?

- Recommendation on the feasibility and scope of conducting linkage analyses
- Development of a linkage project plan if linkage can be conducted
- Identification of alternative data structures for linkage either currently or in the future
- Recommendations for improving data sources to enhance linkage