



Core Dynamics Checklist

Everything we do helps our clients to either:-

ACQUIRE new sales and market share

RETAIN customers and enhance their experience of your brand

IMPROVE your focus on core business and reduce operational costs

We call these our three Core Dynamics and by aligning our services around them, you can see the services you may need in order to achieve the commercial goals you have.

Use our prompts below to help identify those areas of your organisation that could be doing better.

If you answer NO or Don't Know to any of the prompts below contact us for a free, no obligation Improvement Analysis. We'll show what others in your industry are doing and where you could improve.



ACQUIRE:- Areas where you can increase marketing share and sales.

Voice

Outbound sales

Are you happy with your current conversion levels?

Yes No Don't know

If yes, is it because of a clear strategy that you can build on?

Yes No Don't know

If no, do you know the reasons why your conversion aren't as high as they could be?

Yes No Don't know

Are your conversion figures optimum for your type of business/industry?

Yes No Don't know

Are your call volumes per capita high enough?

Yes No Don't know

With regards how your outbound sales across different departments, are there weak spots?

Yes No Don't know

Inbound sales

Are you happy with your current conversion levels?

Yes No Don't know

Are your conversion targets realistic for your type of business/industry?

Yes No Don't know

Are you achieving them?

Yes No Don't know

With regards your inbound call functions in different departments, are there weak spots?

Yes No Don't know

Mail

Applications & Forms Processing

Are you happy with how quickly your mail applications and order forms are processed?

Yes No Don't know

Do you know if your processing times are optimum for your type of business/industry?

Yes No Don't know

Pick, Pack & Fulfillment

Are you achieving high accuracy levels in your picking, packing or fulfillment functions?

Yes No Don't know

Are you happy with your speed of response times?

Yes No Don't know

Digital

Are you satisfied with your ecommerce sales?

Yes No Don't know

Are you achieving optimum sales for your type of business?

Yes No Don't know



RETAIN: Areas where you can retain marketing share by enhancing customers' experience of your brand.

Voice

Inbound customer service

Are your inbound customers receiving an optimum brand experience?

Yes No Don't know

Are you happy with the business retention levels from inbound calls?

Yes No Don't know

Mail

Inbound mail management

Is your inbound mail processed quickly enough?

Yes No Don't know

Outbound correspondence handling

Is your outbound correspondence handled quickly enough?

Yes No Don't know

Are you happy with the costs?

Yes No Don't know

Digital

Are you satisfied with your ecommerce repeat sales?

Yes No Don't know

Are you achieving optimum repeat sales for your industry?

Yes No Don't know



IMPROVE: Areas where you improve your focus on core business and reduce operational costs

Administration

Archive Scanning and Indexing

Are you saving time, money and space by operating scanning and indexing?

Yes No Don't know

Is it as accurate?

Yes No Don't know

Is it as fast as you'd like?

Yes No Don't know

Fulfilment

Does your organisation operate repetitive fulfilments?

Yes No Don't know

Are they as fast and accurate as you'd like?

Yes No Don't know

Do you think they're as fast and accurate as they could be?

Yes No Don't know

Invoice processing

Is your invoicing fast and efficient?

Yes No Don't know

Is it expensive to run?

Yes No Don't know

Do you have adequate cover for unexpected staff absences?

Yes No Don't know

Payment processing

Is your payment processing cost efficient?

Yes No Don't know

Is it as accurate as it could be?

Yes No Don't know

Do you have adequate cover for unexpected staff absences?

Yes No Don't know

Are you compliant and secure?

Yes No Don't know

Are you able to handle the payment types your customers would like?

Yes No Don't know

Business Intelligence

Are you harnessing the intelligence that exists within your organisation?

Yes No Don't know

Is it accessible?

Yes No Don't know

Can you access information while a customer is on the line?

Yes No Don't know



DON'T FORGET

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Contact us

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