

# Sharp PainPoints

Sharp PainPoints is a simple, effective prioritization tool that delivers a **ranked order of business impact** to customer issues. You'll find out **exactly** what issues need to be fixed to improve the way your customers experience your products and services. All from a Customer Scorecard, tailored specially for your business.

## What is Sharp PainPoints and what are the benefits?

- A simple, user-friendly online customer survey
- Executive-friendly and concise deliverable
- Tactical insight, immediate & clear application
- Cost effective, easy to repeat
- Prioritises up to 100 issues
- No limit on sample size
- Fast turnaround

## What do I get?



## How much does it cost?

- £8,500 (+VAT)
- Immersion Workshop (optional) £3,000 (+VAT)

## Case Study: Using limited resources to tackle the issues that matter most

An online bank reported lots of calls related to customer problems with online password. In other parts of the organisation other customer problems with the online experience were uncovered. Should the limited resources available be allocated to fixing this problem and ignore other customer issues? Our Customer Scorecard ranked the passwords issue as 14<sup>th</sup> on a list of 70 items in terms of negative impact on the business. The business now had robust and clearly documented evidence that there were more pressing customer issues. This resulted in a more informed decision making process and resource being allocated to the top 2 customer pain points on the scorecard.

To find out more contact **Susan Prendergast** on **01628 523 523**

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