



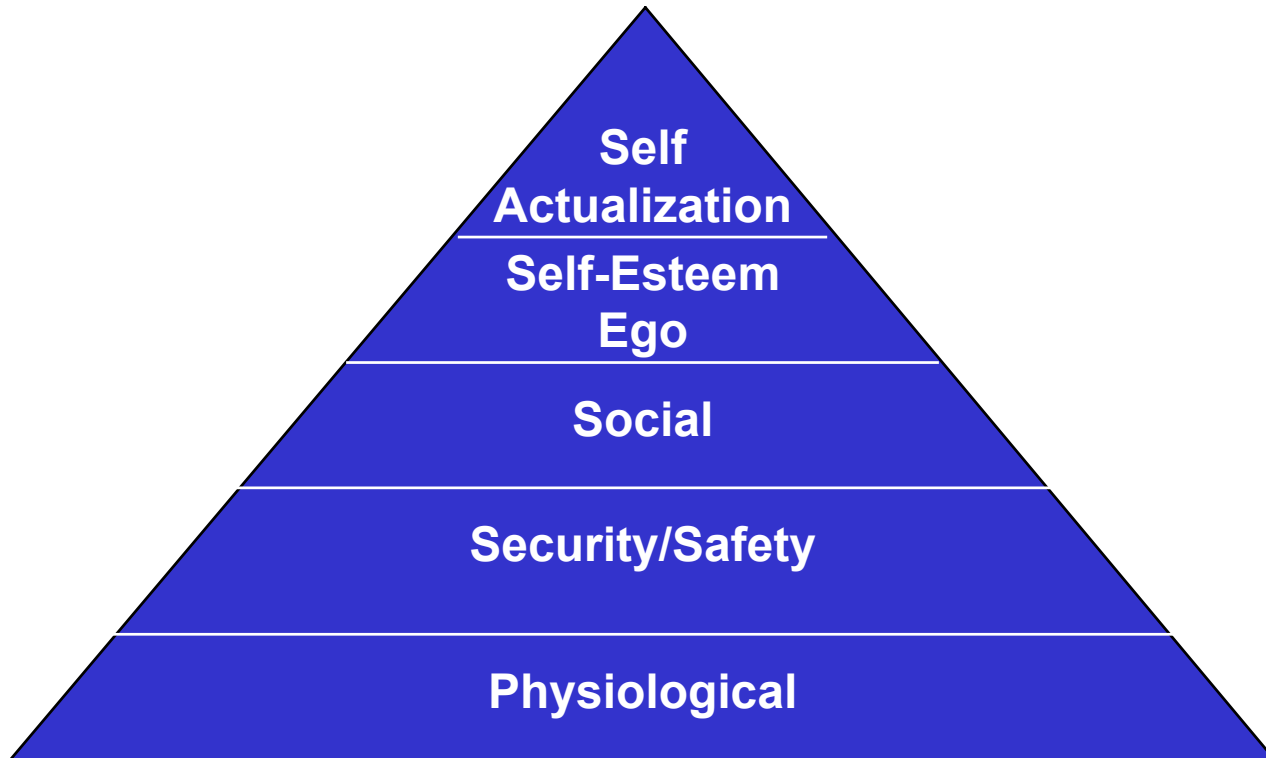
CRM Prioritization Strategy

September, 2003

Prioritization Strategy

- Strategy is based upon 'Maslow's Hierarchy of Needs' by relating those concepts to a service management philosophy.

Maslow's Hierarchy of Needs



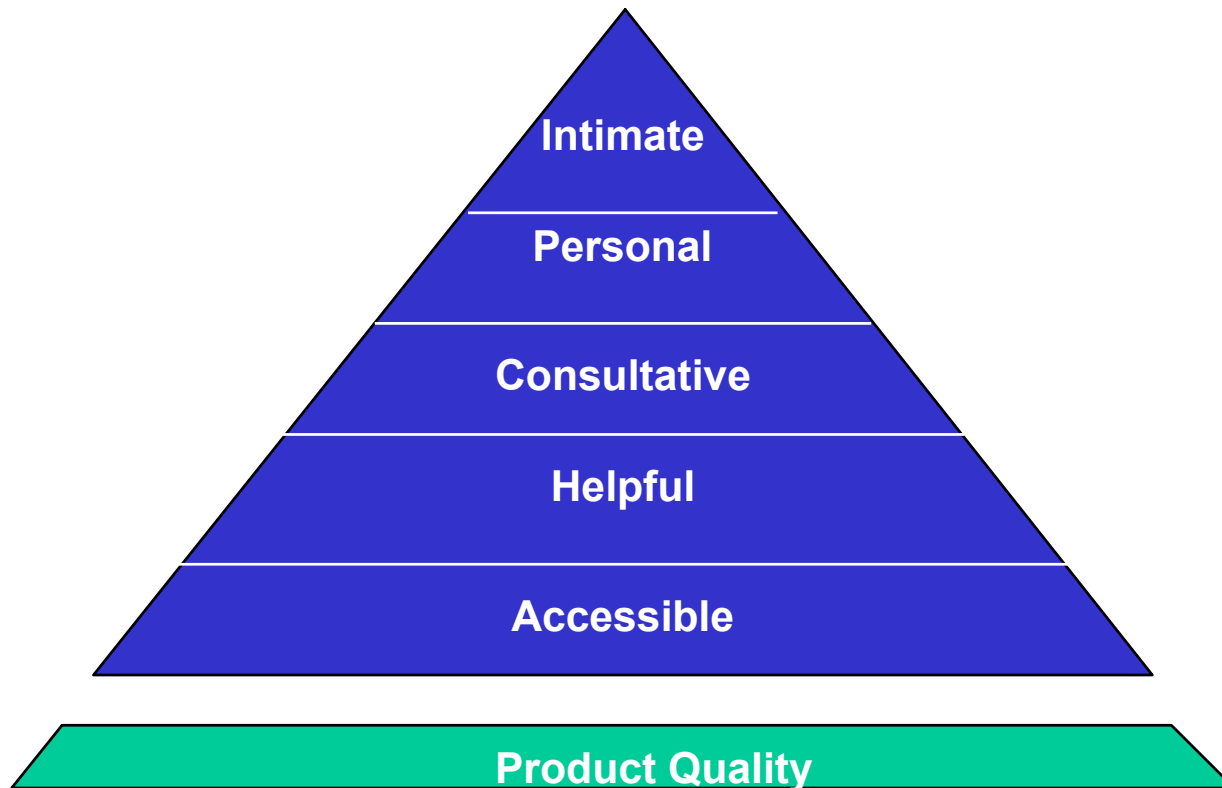
Maslow's Key Concept #1

- The notion that each level of the hierarchy is a pre-requisite for the levels above it. In Maslow's picture, for example, it is not possible for someone to even think about self-actualization if basic needs concerning security and survival have not been adequately taken care of.

Maslow's Key Concept #2

- The layers of the triangle differ not only in terms of content but also in size and quality. That is, each layer is smaller than the previous one, concerning itself with fewer issues than its predecessor (thus the sloping sides forming the triangle shape.) The issues in each level are also of greater value than the previous, more important than earlier issues, though by definition, less urgent.

Service Management Hierarchy

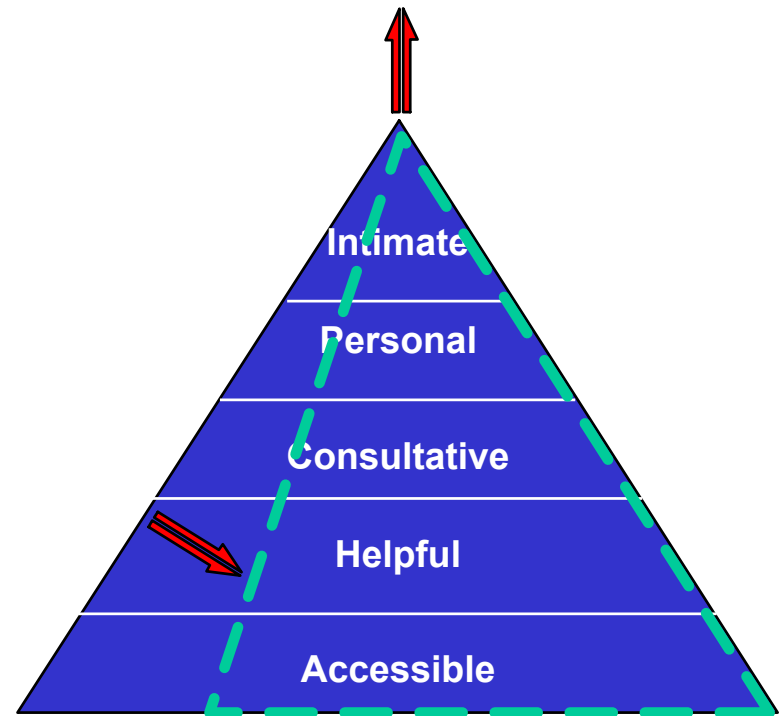


Service Concepts

- Maslow's concepts apply to service. From a consumer's perspective, base needs are a prerequisite to higher level needs.
- From a service management perspective, base needs should not be compromised to grant higher level needs.
- Product quality is the base consumer need (even more fundamental than service of any type).

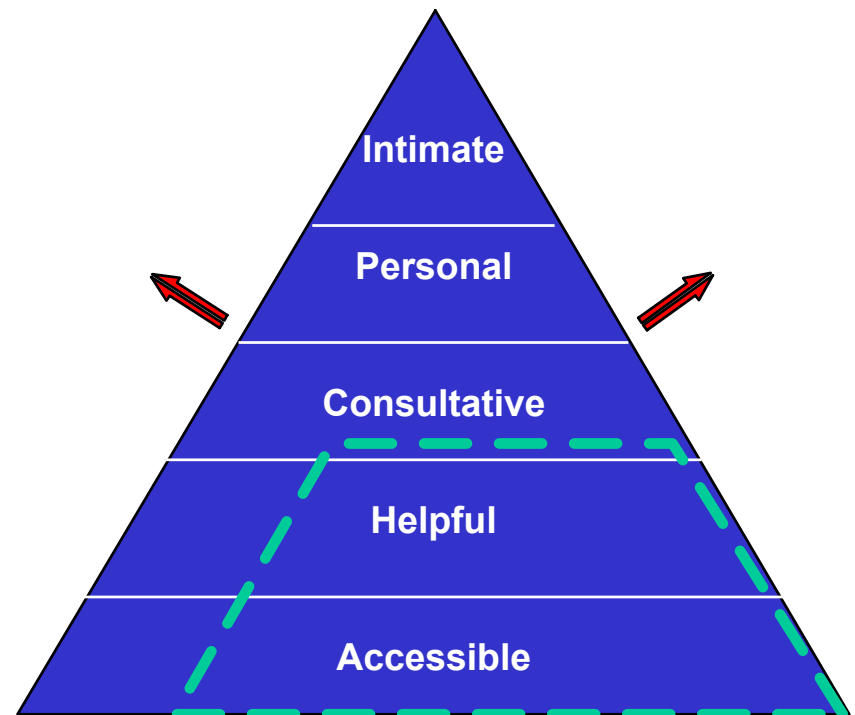
Concept Example #1

- If resources are not available to meet all hierarchical needs ... focusing existing resources on “higher” level needs jeopardizes base level services.



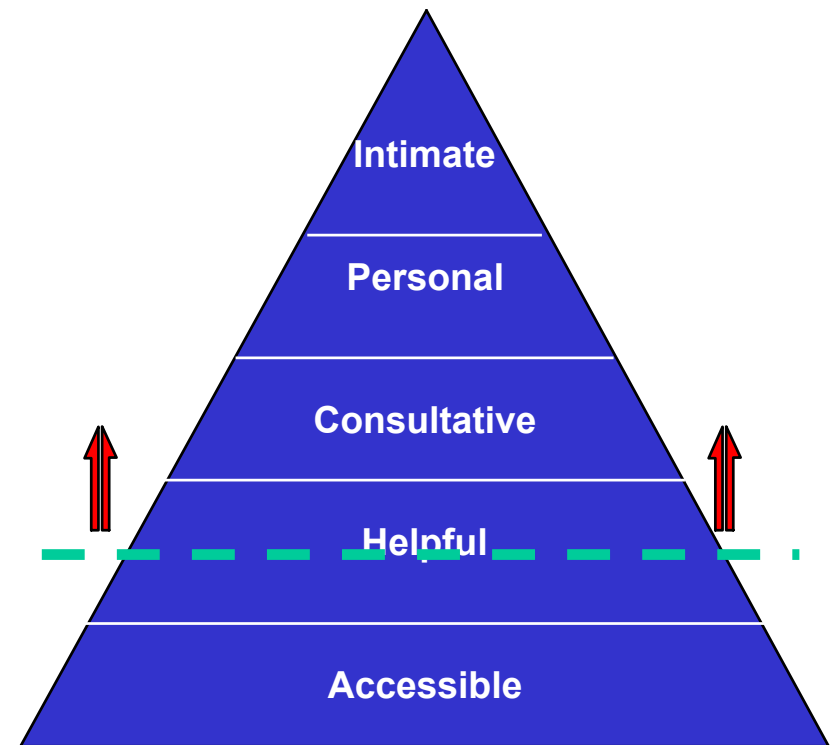
Concept Example #2

- If resources are not available to meet all hierarchical needs increasing volume of programs/contacts (phone calls, e-mails, data management) jeopardizes base level and higher level services.



Concept Example #3

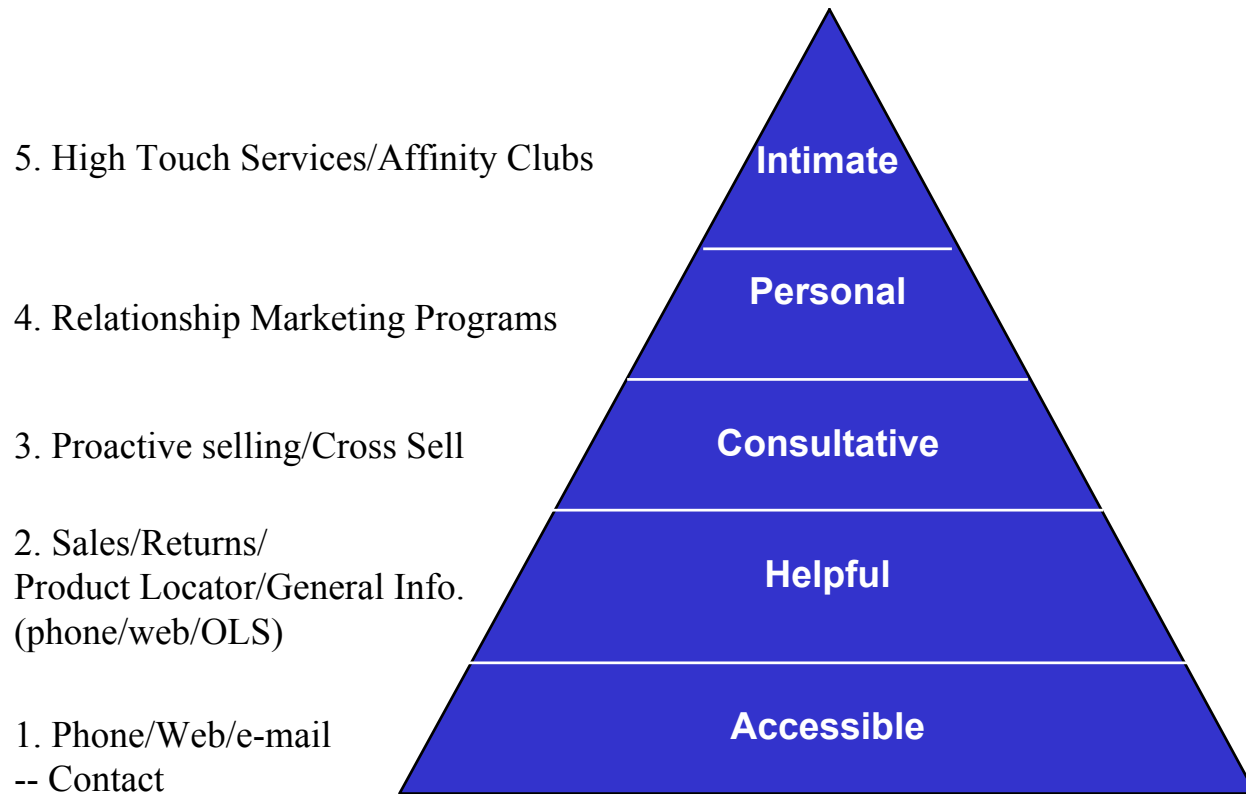
- Effective service management strategy is to move up hierarchy as needs are met.



Key Service Hierarchy Principles

- Achieving intimacy is a process
 - For an “intimate” service to be meaningful to a consumer, it has to be earned. (Intimacy can not be assumed.)
- Intimacy is the tip of a service management strategy

Prioritization Opportunities



Conclusion

- **Philosophical alignment of priorities (across strategy and infrastructure) will create greater momentum towards desired results.**

Next Steps

- Layout program priorities against hierarchy
- Lay out infrastructures priorities to support program priorities
- Focus efforts on top priorities