

Customer Orientation Self Assessment

Competitive Fitness of Global Firms

Executive ID : 102026
Firm : KALYSIS IBERIA, SL
Sector : Computers & Electronics
Benchmark: Global 2002

Produced with the permission of:

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The 5 Components of Customer Orientation

Many thanks for your responses to the Customer Orientation Self–Assessment instrument on www.corvaltec.com/cosa.

You will find the results of this self–assessment in the next pages. They are based on 19 indicators and organized into 5 components of Customer Orientation:

Leadership: setting clear messages and role behavior from the top.

Commitment: taking measures to commit the organization towards customer orientation.

Service: providing facilities to collect customer feedback and taking corrective action.

Deployment: taking actions to deploy customer orientation throughout the organization.

Perception: the internal and external perception of customer orientation.

The relative scores on these 5 components as well as the external benchmarks should give you an appreciation of where your firm stands on various aspects of Customer Orientation.

We hope that you will find this analysis valuable.

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Background Information

These results are benchmarked according to the global, sector, and sector top 5 average ratings obtained from the report on the Competitive Fitness of Global Firms 2002. The benchmarks are based on responses from 1164 executives in 326 firms among the 500 largest in Europe and North America. More information on this report is available on www.corvaltec.com. Customer Orientation is one of 12 capabilities identified as components of competitive fitness in this report.

The sector used as a benchmark in this assessment is the one you selected in www.corvaltec.com/cosa from the 8 sectors covered in the Competitive Fitness of Global Firms: Automobiles & Automotive, Computers & Electronics, Consumer Goods, Engineering & Machinery, Finance & Insurance, Pharmaceuticals & Healthcare, Process Industries, and Services.

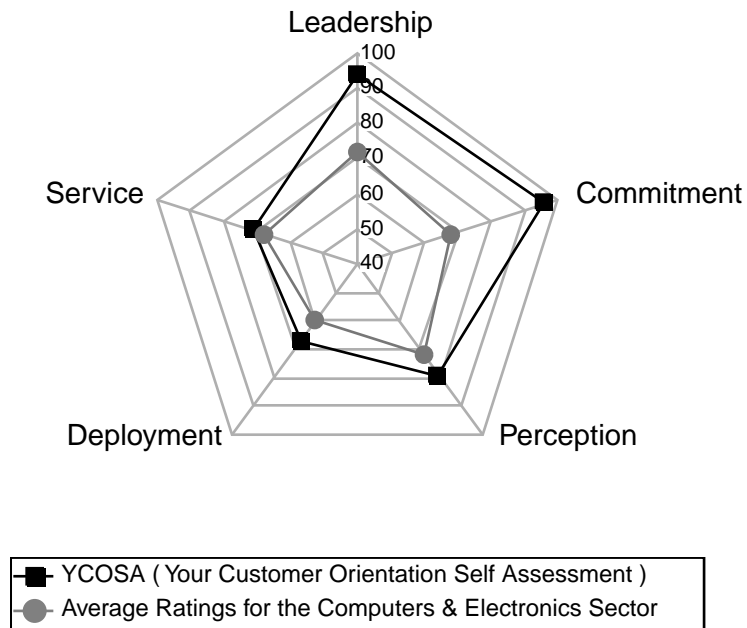
Customer Orientation is a key driver of value creation. It is, however, as difficult to implement as it is easy to comprehend. This implementation challenge is so great that we have decided to offer a new 3 day executive program on this subject at INSEAD. Its title is Customer Focus: From Promise to Action and more information can be found on www.insead.edu/executives/cf.cfm.

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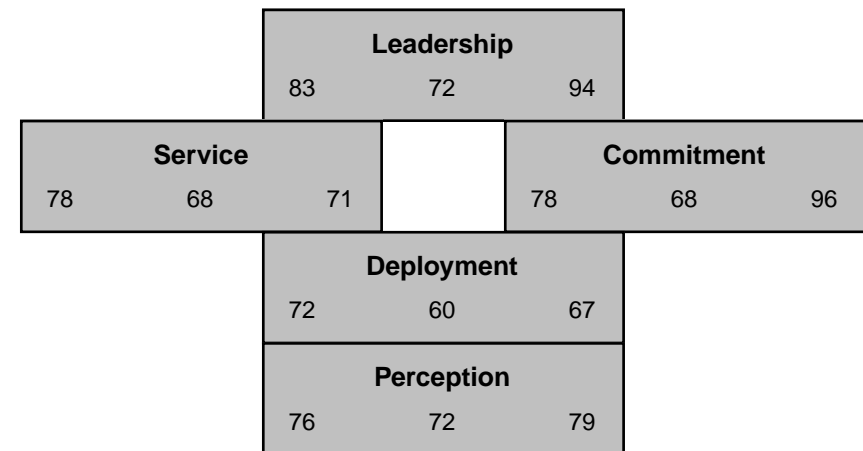
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Overall and Component Benchmarking

Customer Orientation Capability Profile



	OCOSA
Average Global Firms	64
Avg Computers & Electronics Sector	68
Avg Computers & Electronics Sector Top 5	77
YCOSA	81



EXPLANATORY NOTES

YCOSA : Your Customer Orientation Self Assessment.

OCOSA : Overall Customer Orientation Self Assessment based on the ratings from the 5 components.

Ratings for each component : Left = Sector Top 5 rating; Center = Sector rating; Right = YCOSA

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Customer Orientation Indicators Benchmarked with Global Average

Ranking	Indicators	Rating	Global Rating	Difference
1	Management presence in the field	100	51	+49
2	Cust. satisf. measures widely available	100	55	+45
3	Market orientation of operations	100	62	+38
4	Awareness of market indicators	100	64	+36
4	Service recovery	100	64	+36
6	Fairly priced products	100	65	+35
6	Pursuing customer retention	100	65	+35
8	Complaints system	100	67	+33
8	Customer satisfaction top priority	100	67	+33
10	Telephone operators	83	63	+20
11	Lifetime customer value	67	48	+19
11	Product quality by customers	100	81	+19
13	Customers' needs as priority	83	69	+14
14	Product quality by employees	83	77	+6
15	Market effectiveness as priority	83	79	+4
16	Collecting customer information	50	67	-17
17	Measuring customer satisfaction	33	60	-27
18	Customer orientation by competitors	33	68	-35
19	Awareness of customer needs	17	62	-45

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Customer Orientation Indicators Benchmarked with Sector Average

Ranking	Indicators	Rating	Sector Rating	Difference
1	Management presence in the field	100	59	+41
2	Fairly priced products	100	62	+38
2	Market orientation of operations	100	62	+38
4	Cust. satisf. measures widely available	100	65	+35
5	Awareness of market indicators	100	66	+34
5	Complaints system	100	66	+34
5	Service recovery	100	66	+34
8	Pursuing customer retention	100	70	+30
9	Customer satisfaction top priority	100	72	+28
10	Telephone operators	83	62	+21
11	Product quality by customers	100	80	+20
12	Lifetime customer value	67	49	+18
13	Customers' needs as priority	83	73	+10
14	Product quality by employees	83	76	+7
15	Market effectiveness as priority	83	80	+3
16	Collecting customer information	50	68	-18
17	Customer orientation by competitors	33	68	-35
17	Measuring customer satisfaction	33	68	-35
19	Awareness of customer needs	17	63	-46

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Customer Orientation Indicators Benchmarked with Sector Top 5 Average

Ranking	Indicators	Rating	Top 5 Rating	Difference
1	Fairly priced products	100	71	+29
1	Service recovery	100	71	+29
3	Cust. satisf. measures widely available	100	75	+25
4	Management presence in the field	100	77	+23
5	Complaints system	100	78	+22
5	Market orientation of operations	100	78	+22
7	Awareness of market indicators	100	79	+21
7	Pursuing customer retention	100	79	+21
9	Product quality by customers	100	82	+18
10	Customer satisfaction top priority	100	83	+17
11	Telephone operators	83	72	+11
12	Lifetime customer value	67	62	+5
13	Product quality by employees	83	80	+3
14	Customers' needs as priority	83	82	+1
15	Market effectiveness as priority	83	88	-5
16	Collecting customer information	50	81	-31
17	Customer orientation by competitors	33	71	-38
18	Measuring customer satisfaction	33	82	-49
19	Awareness of customer needs	17	76	-59