 SERVICE DELIVERY

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| CHECKLIST ON SERVICE OFFER |
| STRATEGY |
| * Does our service offer come within the mission statement (or vision)?
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| * Does our service offer come within the EBMO constitution/statutes? If the constitution is too restrictive to allow service provision, can we consider amending it?
 |
| * Are there any legal impediments for my EBMO to provide services?
 |
| * Does my service offer come within EBMO strategic priorities?
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| * Is the service offer coherent with the overall EBMO strategic plan?
 |
| * Does your EBMO has to capacity to answer to unfilled needs by member companies?
 |
| * Does the EBMO have the approval of the Board for this service offer?
 |
| * Can you list the key organizational strengths upon which you base your service provision?
 |
| MEMBERS NEEDS and TARGET MARKET |
| * Do you know which services are most needed by members? By other companies?
 |
| * Do you segment your service offer?
 |
| * Do you regularly conduct members’ needs assessment?
 |
| * Are your members willing to pay for services?
 |
| * Do you have a detailed picture of the market in which you plan to offer a new service?
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| * Are there any external threats for my EBMO to provide services?
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| * Do you map your competitors?
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| SERVICE PROVISION |
| * Do you have a clear distinction between free (included in the subscription fees) and paying services?
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| * Do you have a clear price strategy for each of your services have you chosen?
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| * Do you use price differentiation for members and non-members?
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| * Do you have a system to track the use of services by members?
 |
| * Are your staff members competent to deliver the service(s)?
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| * Do you provide incentives to you staff members to encourage them in delivering quality services?
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| * Have you fixed at least one specific objective for each service you will deliver?
 |
| * Do you currently use contracting out or joint ventures to supply services?
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| * Do you have a process in place to assess the satisfaction of members immediately after receiving the service?
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| MONITORING  |
| * Do you have a process for examining which services emanating from your organization’s key strengths will be the most marketable and profitable?
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| * Do you regularly conduct members’ satisfactions surveys?
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| * Do you have a longer term service provision strategy that plans to exploit second and third generation services in your areas of key organizational strength?
 |