 SERVICE DELIVERY

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| CHECKLIST ON SERVICE OFFER |
| STRATEGY |
| * Does our service offer come within the mission statement (or vision)? |
| * 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? |
| * 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? |
| * Are there any external threats for my EBMO to provide services? |
| * Do you map your competitors? |
| SERVICE PROVISION |
| * Do you have a clear distinction between free (included in the subscription fees) and paying services? |
| * Do you have a clear price strategy for each of your services have you chosen? |
| * Do you use price differentiation for members and non-members? |
| * Do you have a system to track the use of services by members? |
| * Are your staff members competent to deliver the service(s)? |
| * Do you provide incentives to you staff members to encourage them in delivering quality services? |
| * 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? |
| * Do you have a process in place to assess the satisfaction of members immediately after receiving the service? |
| MONITORING |
| * Do you have a process for examining which services emanating from your organization’s key strengths will be the most marketable and profitable? |
| * Do you regularly conduct members’ satisfactions surveys? |
| * 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? |