

7. Prioritize

- A. Quality
- B. Price
- C. Speed of response
- D. Nationwide/Global capabilities
- E. Electronic access
- F. Customer support

Customer Service

1. What does the term “customer service” mean to you in the context of (your industry) ?
2. What benefits or synergy do you see from a provider of multiple (your industry) solutions?
3. When should a supplier be more flexible? When is it OK to say “no?”

Price - Value

1. In what areas do you want your (your industry) supplier to use their...
 - a. Internal expertise/consulting capabilities
 - b. Ability to take on aspects of your administrative duties
 - c. Ability to assist you in your (planning, marketing, etc).
2. How should a supplier quantify value for you?
3. What would be a bold “service guarantee” you would like (your company) to make and support?
4. Do you want nationwide/global capabilities? How do you define it? Why, why not?

Technology/Information

1. How can technology help meet your (your industry) needs?
(prompts: _____)
2. What types of information do you need from (your company)?
What do you do with the information?
3. Do you want the information analyzed by your supplier?

Overall

1. Is there anything else you would like to add?
2. Reviewing all the things we discussed today, what is the one message you would like to send to (your company)?