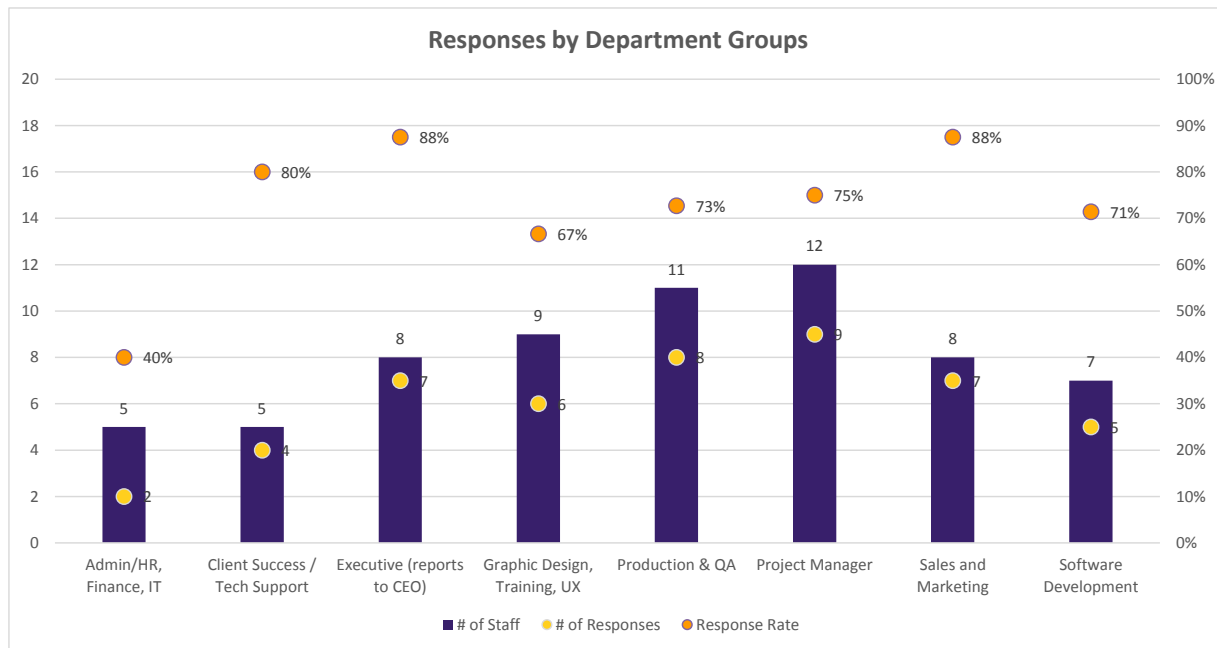


<https://www.surveymonkey.com/results/SM-QDLM6MCL8/>

PW: Vision2017

Survey Entries Statistics (9/7 - 9/22/2017)

	Count	
Surveys Sent	65	
Completed Submissions	48	
Incomplete Submissions	2	
Response Rate		77%
Possible Number of questions with Comment Options		
10 Tenets	500	-
10 Corollaries	500	-
Responses with Comments		
10 Tenets	148	30%
10 Corollaries	72	14%
Possible Number of Comments Only Questions		
Number of Comments Only Questions with Responses	164	33%



Dept Code	Dept	# of Staff	# of Responses	Response Rate
1	Admin/HR, Finance, IT	5	2	40%
2	Client Success / Tech Support	5	4	80%
3	Executive (reports to CEO)	8	7	88%
4	Graphic Design, Training, UX	9	6	67%
5	Production & QA	11	8	73%
6	Project Manager	12	9	75%
7	Sales and Marketing	8	7	88%
8	Software Development	7	5	71%
	total/total/average	65	48	73%

Frequency of Score Selection per Question

10 Tenets of Exceptional Customer Focus

In your view, how well is Vision upholding to each of these tenets?

Observations:

- The most frequently given score was "6" with 15% (74) of all answers.
- Followed by "9" and "8" both of which had 71 occurrences at 14%.
- The highest score - 10's were observed 13% of the time.
- The lowest score - 1's were observed only 3% of the time.

In general, we feel we're doing better on the Tenets (average score of 6.6) than Corollaries (6.3). If 70% were a passing score, we would fail as a company.

Sorted by Score Option - 1 through 10											Column Labels											
Questions	1	2	3	4	5	6	7	8	9	10	Total	1	2	3	4	5	6	7	8	9	10	Total
1. Always put the customer first, no excuses.	2	1	3	1	6	6	12	8	5	6	50	2	1	3	1	6	6	12	8	5	6	50
2. Quality and satisfaction are defined by each customer, not us.	1	1	2		9	9	4	11	8	5	50	1	1	2		9	9	4	11	8	5	50
3. Who's to blame is irrelevant; keep the customer happy.	1	1	7	4	4	7	6	8	8	4	50	1	1	7	4	4	7	6	8	8	4	50
4. Every customer request matters & deserves a response.		3	2	2	6	3	6	7	10	11	50		3	2	2	6	3	6	7	10	11	50
5. Remove hassle from customers; less is more.	1	2	5	7	8	7	8	3	4	5	50	1	2	5	7	8	7	8	3	4	5	50
6. Look for ways to "delight" customers.	2	2	3	5	3	10	9	5	7	4	50	2	2	3	5	3	10	9	5	7	4	50
7. Do what you say you are going to do; set the right expectations and follow through.	1	1	4	3	4	10	4	8	7	8	50	1	1	4	3	4	10	4	8	7	8	50
8. No news is not good news; be proactive!	3	2	3	3	8	11	6	6	4	4	50	3	2	3	3	8	11	6	6	4	4	50
9. Listen, own our mistakes and fix the problem with urgency.		2	3	5	4	7	5	8	9	7	50		2	3	5	4	7	5	8	9	7	50
10. Great service is a team effort.	2	2	2	3	3	4	8	7	9	10	50	2	2	2	3	3	4	8	7	9	10	50
Total	13	17	34	33	55	74	68	71	71	64	500	13	17	34	33	55	74	68	71	71	64	500
Distribution	3%	3%	7%	7%	11%	15%	14%	14%	14%	13%		3%	3%	7%	7%	11%	15%	14%	14%	14%	13%	

Sorted by Frequency of Response -- low to high left to right											Column Labels											
Questions	1	2	4	3	5	10	7	8	9	6	Total	1	2	4	3	5	10	7	8	9	6	Total
1. Always put the customer first, no excuses.	2	1	1	3	6	6	12	8	5	6	50	2	1	1	3	6	6	12	8	5	6	50
2. Quality and satisfaction are defined by each customer, not us.	1	1		2	9	5	4	11	8	9	50	1	1		2	9	5	4	11	8	9	50
3. Who's to blame is irrelevant; keep the customer happy.	1	1	4	7	4	4	6	8	8	7	50	1	1	4	7	4	4	6	8	8	7	50
4. Every customer request matters & deserves a response.		3	2	2	6	11	6	7	10	3	50		3	2	2	6	11	6	7	10	3	50
5. Remove hassle from customers; less is more.	1	2	7	5	8	5	8	3	4	7	50	1	2	7	5	8	5	8	3	4	7	50
6. Look for ways to "delight" customers.	2	2	5	3	3	4	9	5	7	10	50	2	2	5	3	3	4	9	5	7	10	50
7. Do what you say you are going to do; set the right expectations and follow through.	1	1	3	4	4	8	4	8	7	10	50	1	1	3	4	4	8	4	8	7	10	50
8. No news is not good news; be proactive!	3	2	3	3	8	4	6	6	4	11	50	3	2	3	3	8	4	6	6	4	11	50
9. Listen, own our mistakes and fix the problem with urgency.		2	5	3	4	7	5	8	9	7	50		2	5	3	4	7	5	8	9	7	50
10. Great service is a team effort.	2	2	3	2	3	10	8	7	9	4	50	2	2	3	2	3	10	8	7	9	4	50
Total	13	17	33	34	55	64	68	71	71	74	500	13	17	33	34	55	64	68	71	71	74	500

10 Things that Erode Customer Focus

In your view, is Vision behaving in ways that erode customer focus?

Sorted by Score Option - 1 through 10											Column Labels											
Questions	1	2	3	4	5	6	7	8	9	10	Total	1	2	3	4	5	6	7	8	9	10	Total
1. Viewing our customers as a hindrance to getting our work done.	1	2	7	3	3	3	8	8	3	6	44	1	2	7	3	3	3	8	8	3	6	44
2. Forgetting that we all work for our customers and we are all on the same team.	2	2	2	8	4	4	3	7	8	4	44	2	2	2	8	4	4	3	7	8	4	44
3. Visionaries believing they are not customer facing.	4	4	2	5	6	3	6	5	6	3	44	4	4	2	5	6	3	6	5	6	3	44
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	3	3	6	3	7	4	5	6	3	4	44	3	3	6	3	7	4	5	6	3	4	44
5. "Resolving" a customer problem without interacting with the customer.		1	4	7	7	1	6	6	8	4	44		1	4	7	7	1	6	6	8	4	44
6. Not following up on issues we transfer to other functions.	2	3	3	4	4	6	7	5	7	3	44	2	3	3	4	4	6	7	5	7	3	44
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	1	4	5	4	2	2	9	6	4	7	44	1	4	5	4	2	2	9	6	4	7	44
8. Assuming our customers won't look for another website provider.	1	2	4	6	3	1	6	11	5	5	44	1	2	4	6	3	1	6	11	5	5	44
9. Not acting with the customer's best interests in mind.		1	4	1	3	2	8	10	7	8	44		1	4	1	3	2	8	10	7	8	44
10. Not holding Visionaries accountable to our core value of customer focus.	2	3	5	1	7	6	5	7	3	5	44	2	3	5	1	7	6	5	7	3	5	44
Total	16	25	42	42	46	32	63	71	54	49	440	16	25	42	42	46	32	63	71	54	49	440
Distribution	3%	3%	7%	7%	11%	15%	14%	14%	14%	13%		3%	3%	7%	7%	11%	15%	14%	14%	14%	13%	

Sorted by Frequency of Response -- low to high left to right											Column Labels											
Questions	1	2	6	3	4	5	10	9	7	8	Total	1	2	6	3	4	5	10	9	7	8	Total
1. Viewing our customers as a hindrance to getting our work done.	1	2	3	7	3	3	6	3	8	8	44	1	2	3	7	3	3	6	3	8	8	44
2. Forgetting that we all work for our customers and we are all on the same team.	2	2	4	2	8	4	4	8	3	7	44	2	2	4	2	8	4	4	8	3	7	44
3. Visionaries believing they are not customer facing.	4	4	3	2	5	6	3	6	6	5	44	4	4	3	2	5	6	3	6	6	5	44
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	3	3	4	6	3	7	4	3	5	6	44	3	3	4	6	3	7	4	3	5	6	44
5. "Resolving" a customer problem without interacting with the customer.		1	1	4	7	7	4	8	6	6	44		1	1	4	7	7	4	8	6	6	44
6. Not following up on issues we transfer to other functions.	2	3	6	3	4	4	3	7	7	5	44	2	3	6	3	4	4	3	7	7	5	44
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	1	4	2	5	4	2	7	4	9	6	44	1	4	2	5	4	2	7	4	9	6	44
8. Assuming our customers won't look for another website provider.	1	2	1	4	6	3	5	5	6	11	44	1	2	1	4	6	3	5	5	6	11	44
9. Not acting with the customer's best interests in mind.		1	2	4	1	3	8	7	8	10	44		1	2	4	1	3	8	7	8	10	44
10. Not holding Visionaries accountable to our core value of customer focus.	2	3	6	5	1	7	5	3	5	7	44	2	3	6	5	1	7	5	3	5	7	44
Total	16	25	32	42	42	46	49	54	63	71	440	16	25	32	42	42	46	49	54	63	71	440

Sorted By Department (left to right by Overall Average) Rows Sorted by Question Score (higher on top)

Software Development team scored us the highest (8.1) and Sales and Marketing rated us the lowest (4.8).

It appears that department that has no direct contact with clients at any stage is rating us the best. Sales & Marketing folks who have direct contacts with prospects/customers pre-implemntation but virtually no client interaction post-booking, feel that we just not pulling our weight as an organization.

The average score, I believe is a good reflection of where we are today. We definitely have room to improve and align the departments on where we need to prioritize our improvements. If 70% score is a passing grade, we're very close to passing grade. However, we should be striving for 100%.

1 = Vision is doing poorly. 10 = Vision is doing well.

Average of Answer	Column Labels								
	Software Development	Project Manager	Graphic Design, Training, UX	Production & QA	Client Success / Tech Support	Admin/HR, Finance, IT	Executive (reports to CEO)	Sales and Marketing	Overall Average
10 Tenets of Exceptional Customer Focus In your view, how well is Vision upholding to each of these tenets?									
4. Every customer request matters & deserves a response.	8.8	8.8	8.3	7.6	7.0	7.5	6.0	5.0	7.3
10. Great service is a team effort.	8.6	7.2	7.8	7.9	8.3	7.5	6.0	5.1	7.1
2. Quality and satisfaction are defined by each customer, not us.	7.6	8.4	6.8	7.8	7.0	6.5	6.1	4.7	6.9
9. Listen, own our mistakes and fix the problem with urgency.	8.4	7.3	8.2	7.4	7.3	5.5	6.0	5.0	6.9
7. Do what you say you are going to do; set the right expectations and follow through.	8.4	8.0	7.5	6.8	6.5	7.0	5.8	5.3	6.8
1. Always put the customer first, no excuses.	8.4	7.8	7.3	6.9	7.1	7.5	5.8	4.3	6.7
3. Who's to blame is irrelevant; keep the customer happy.	8.2	7.4	6.3	7.9	6.8	5.5	4.4	4.7	6.4
6. Look for ways to "delight" customers.	7.6	6.8	6.2	7.1	6.8	7.0	5.0	5.3	6.3
8. No news is not good news; be proactive!	7.4	8.1	7.2	4.4	6.5	5.5	5.1	4.1	6.0
5. Remove hassle from customers; less is more.	8.0	5.9	5.8	6.8	6.5	5.5	5.2	4.3	5.9
Overall Average	8.1	7.6	7.2	7.0	7.0	6.5	5.5	4.8	6.6

Legend: min 4.1 max 8.8

In general, higher the score, the "better" Vision is performing in customer focused manner.

Average of Answer	Column Labels								
	Software Development	Graphic Design, Training, UX	Client Success / Tech Support	Executive (reports to CEO)	Production & QA	Project Manager	Admin/HR, Finance, IT	Sales and Marketing	Overall Average
10 Things that Erode Customer Focus In your view, is Vision behaving in ways that erode customer focus?"									
9. Not acting with the customer's best interests in mind.	8.4	7.7	7.0	8.0	7.5	7.7	10.0	4.8	7.4
8. Assuming our customers won't look for another website provider.	8.6	7.5	7.3	5.4	7.1	6.2	4.0	4.3	6.5
5. "Resolving" a customer problem without interacting with the customer.	8.2	7.5	7.8	6.6	7.3	5.2	4.0	4.3	6.5
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	8.4	7.0	6.5	6.2	6.9	6.7	4.0	3.2	6.3
1. Viewing our customers as a hindrance to getting our work done.	8.0	6.5	6.0	6.4	6.0	7.2	5.0	4.2	6.3
2. Forgetting that we all work for our customers and we are all on the same team.	8.4	7.5	6.3	6.2	6.4	5.8	5.0	4.3	6.3
6. Not following up on issues we transfer to other functions.	8.6	6.8	6.5	6.4	4.4	7.7	5.0	3.3	6.2
10. Not holding Visionaries accountable to our core value of customer focus.	8.0	6.8	7.0	6.2	5.1	6.0	7.0	4.0	6.0
3. Visionaries believing they are not customer facing.	8.4	7.0	6.0	6.2	5.8	4.2	5.0	4.0	5.7
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	7.8	6.0	5.3	6.4	6.1	4.6	7.0	3.8	5.6
Overall Average	8.3	7.0	6.6	6.4	6.3	6.1	5.6	4.0	6.3

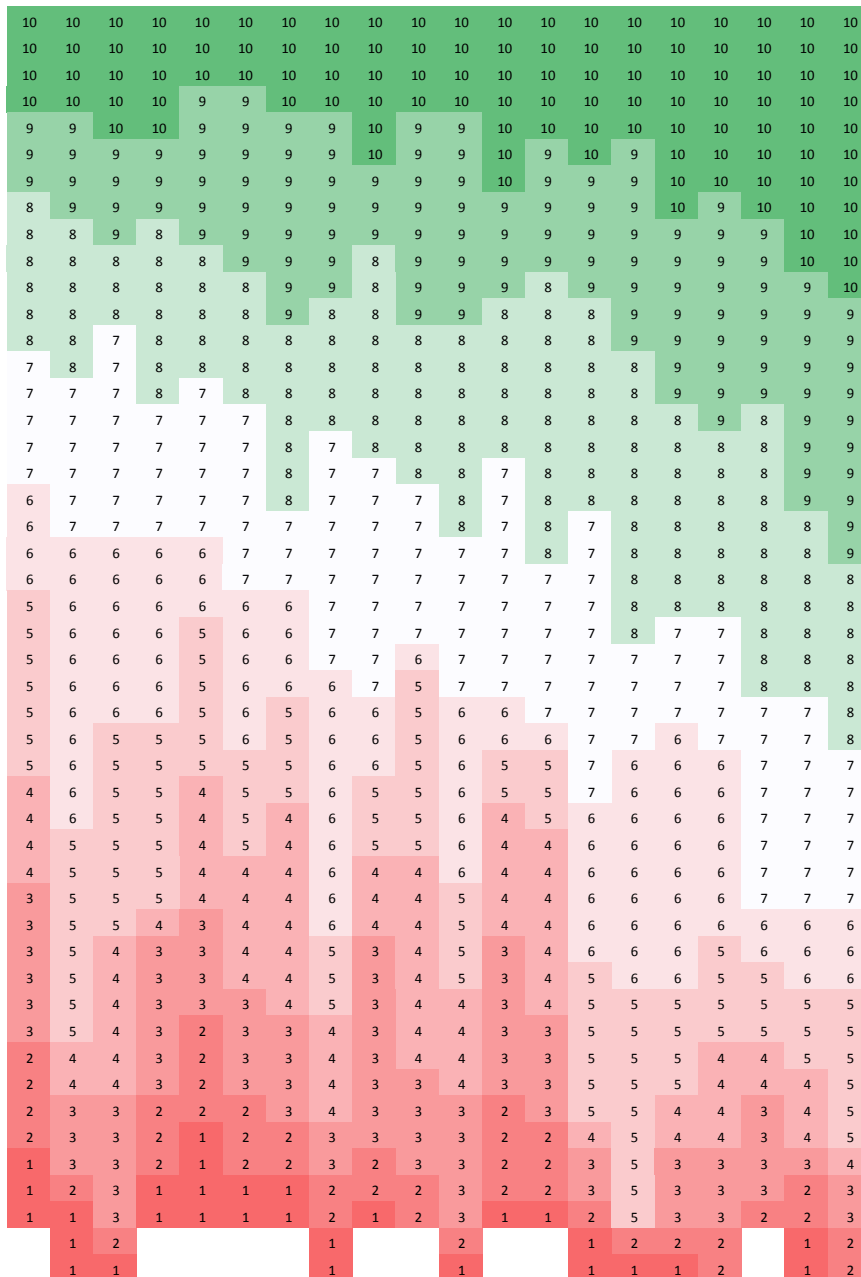
Legend: min 3.2 max 10.0

In general, higher the score, the "better" Vision is performing in customer focused manner.

When we apply NPS scoring system, we only have 2 positive scores for Tenets and 1 for the Corollaries.

	C = Corollary T = Tenet																			
	C	T	T	C	C	C	C	T	C	C	T	C	C	T	T	T	C	T	T	
	4. Saying, "We can't do it"	8. No news is not good news	5. Remove hassle from customer	10. Not holding Visionaries	3. Visionaries believing that	6. Not following up on issues	2. Forgetting that we all win	6. Look for ways to "delight"	1. Viewing our customers	5. "Resolving" a customer's	3. Who's to blame is irrelevant	7. Not acting with urgency	8. Assuming our customer	1. Always put the customer	2. Quality and satisfaction	7. Do what you say you are	9. Listen, own our mistakes	9. Not acting with the customer	10. Great service is a team	4. Every customer requires
Promoter	7	8	9	8	9	10	12	11	8	12	11	10	11	13	15	16	15	19	21	
Neutral	11	12	11	12	11	12	10	14	17	12	14	15	17	19	15	12	12	19	15	13
Detractor	28	28	28	26	26	24	24	23	20	22	22	20	19	18	20	21	20	12	14	14
NPS Score	-46	-42	-40	-39	-37	-30	-26	-25	-27	-22	-21	-20	-20	-15	-15	-13	-8	7	10	15

Min 1 Max 10



When we apply NPS scoring system, we only have 2 positive scores for Tenets and 1 for the Corollaries.

	C = Corollary T = Tenet																			
	C	T	T	C	C	C	C	T	C	C	T	C	C	T	T	T	C	T	T	
	4. Saying, "We can't do th	8. No news is not good ne	5. Remove hassle from cu	10. Not holding Visionarie	3. Visionaries believing th	6. Not following up on iss	2. Forgetting that we all v	6. Look for ways to "delig	1. Viewing our customers	5. "Resolving" a customer	3. Who's to blame is irrel	7. Not acting with urgenc	8. Assuming our custome	1. Always put the custom	2. Quality and satisfactor	7. Do what you say you at	9. Listen, own our mistak	9. Not acting with the cus	10. Great service is a team	4. Every customer reques
Promoter	7	8	9	8	9	10	12	11	9	12	12	11	10	11	13	15	16	15	19	21
Neutral	11	12	11	12	11	12	10	14	17	12	14	15	17	19	15	12	12	19	15	13
Detractor	28	28	28	26	26	24	24	23	20	22	22	20	19	18	20	21	20	12	14	14
NPS Score	-46	-42	-40	-39	-37	-30	-26	-25	-24	-22	-21	-20	-20	-15	-15	-13	-8	7	10	15

Min 1 Max 10

Software Development	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Software Development	7	6	6	7	8	7	9	7	8	7	6	7	8	9	6	8	8	8	9
Software Development	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Software Development	7	5	5	6	6	8	4	2	3	5	6	7	6	6	7	6	6	6	6
Software Development	5	6	9	7	8	8	9	9	9	9	9	8	9	7	5	8	8	8	9
Graphic Design, Training, UX	7	9	7	6	7	5	8	7	9	7	7	8	7	7	6	5	8	7	9
Graphic Design, Training, UX	5	6	4	6	8	7	10	6	3	9	9	7	7	9	6	9	9	9	9
Graphic Design, Training, UX	4	5	5	6	5	6	4	7	4	4	4	7	7	6	7	6	7	7	8
Graphic Design, Training, UX	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Graphic Design, Training, UX	3	5	2	5	5	6	5	1	5	8	3	3	8	5	6	7	7	5	4
Graphic Design, Training, UX	9	10	9	10	9	9	10	8	10	9	7	9	8	9	8	10	10	10	10
Project Manager	6	7	8	9	5	9	4	9	9	4	6	7	9	7	5	10	3	8	1
Project Manager	8	7	4	7	1	9	9	6	6	10	9	9	5	10	7	10	10	7	10
Project Manager	6	10	6	8	7	9	4	2	7	4	4	8	5	9	9	9	10	8	10
Project Manager	5	8	6	8	5	8	8	8	10	8	9	8	7	6	9	10	9	7	9
Project Manager	2	9	9	5	2	10	8	10	10	4	8	10	8	8	10	8	10	8	10
Project Manager	1	7	4	2	1	2	1	4	3	3	7	3	2	10	10	3	4	7	9
Project Manager	8	9	4	8	6	9	9	6	7	3	9	7	8	8	9	9	8	7	8
Project Manager	1	7	5	1	9	6	3	7	6	6	5	1	8	5	9	3	3	9	1
Project Manager	4	9	7	6	2	7	6	9	7	5	10	7	4	7	8	10	9	8	9
Client Success / Tech Support	5	8	7	9	7	9	9	9	8	9	9	8	8	8	8	8	9	9	10
Client Success / Tech Support	8	6	9	9	9	6	8	6	7	8	7	9	9	7	9	8	9	10	9
Client Success / Tech Support	6	7	6	7	7	7	6	6	6	7	7	7	7	7	6	6	6	7	8
Client Success / Tech Support	2	5	4	3	1	4	2	6	3	7	4	2	5	6	5	4	5	2	5
Production & QA	3	6	6	3	4	3	4	6	4	3	6	3	4	5	6	5	6	3	7
Production & QA	8	6	7	8	7	7	9	9	7	8	9	9	9	8	8	9	9	9	9
Production & QA	10	6	10	3	4	1	5	5	3	5	8	10	4	10	6	6	9	8	9
Production & QA	10	6	10	5	9	5	9	9	10	9	10	10	10	10	10	8	9	10	9
Production & QA	9	5	10	10	9	7	8	10	8	9	9	10	10	9	8	10	10	10	10
Production & QA	1	1	3	1	1	1	1	7	7	7	6	4	3	4	8	1	7	3	2
Production & QA	5	1	5	8	8	8	8	6	8	8	7	6	8	1	8	9	5	8	8
Production & QA	3	4	3	3	4	3	7	5	1	9	8	3	9	8	8	6	4	9	8
Admin/HR, Finance, IT	3	3	3	3	3	3	6	5	3	3	3	3	7	5	6	3	7	5	5
Admin/HR, Finance, IT	7	8	8	7	5	5	5	8	5	4	8	4	4	8	8	8	8	10	8
Executive (reports to CEO)	2	5	5	6	3	3	3	6	3	2	3	3	2	3	5	6	5	4	6
Executive (reports to CEO)	4	6	6	3	3	4	3	5	7	4	3	4	4	7	8	6	6	8	4
Executive (reports to CEO)	9	7	7	10	10	9	9	8	8	10	8	10	10	7	9	9	9	10	9
Executive (reports to CEO)	7	8	7	6	9	4	6	4	8	4	3	3	4	7	5	4	7	7	10
Executive (reports to CEO)	8	6	4	5	6	7	7	8	9	6	5	7	5	7	7	6	9	7	7
Executive (reports to CEO)	3	3	7	8	2	6	5	4	3	5	5	7	2	7	9	6	5	9	7
Executive (reports to CEO)	5	5	5	2	4	6	4	4	5	5	6	6	4	6	6	7	4	5	6
Sales and Marketing	6	3	5	5	5	2	4	7	3	4	4	4	3	5	6	5	7	6	3
Sales and Marketing	8	7	7	7	7	9	9	8	8	8	8	8	8	9	9	8	8	9	9
Sales and Marketing	3	6	6	2	7	3	7	7	7	5	2	8	5	5	7	6	8	5	9
Sales and Marketing	2	4	3	5	3	4	4	3	2	5	5	2	1	2	5	5	4	3	4
Sales and Marketing	4	2	3	4	3	4	3	3	4	3	2	4	3	3	2	3	2	4	3
Sales and Marketing	3	1	1	3	2	2	2	1	2	2	1	2	3	1	1	2	2	3	2
Sales and Marketing	5	5	5	5	4	5	6	7	7	5	8	5	8	6	5	6	6	5	7

Questions with Comment Responses - By Question Number Order

It appears there was a "commenting fatigue" -- the first three Tenets had the most comments and the frequency of comment responses go down as one progresses in the survey.

The comments in general are aligned with the score given (positive comments for higher scores, negative comments for lower scores) and typically provide example situation to expand upon. The comments generally reflect the siloed nature of our departments, and appear to reflect single departmental views, mainly focused around their own pain points.

From reading the range of comments provided, it appears that all departments lack understanding of what other departments' pain points are and what each department actually does. If we work towards understanding each other's pain points (low scores) and get better understanding of what we do on a day to day basis I think we can get aligned on how well we're doing.

Count of Score	Column Labels							Grand Total
	Client Success / Tech	Executive (reports to	Graphic Design, Train	Production & QA	Project Manager	Sales and Marketing	Software Developme	
10 Tenets and 10 Corollaries								
1. Always put the customer first, no excuses.	1	1	2	4	6	4		18
2. Quality and satisfaction are defined by each customer, not us.	2	2	2	4	5	3	1	19
3. Who's to blame is irrelevant; keep the customer happy.	1	2	4	4	6	2	1	20
4. Every customer request matters & deserves a response.	1		2	4	4	2		13
5. Remove hassle from customers; less is more.	2		2	3	6	2		15
6. Look for ways to "delight" customers.	2	1	2	3	5	2		15
7. Do what you say you are going to do; set the right expectations and follow through.	2	1	2	2	3	1		11
8. No news is not good news; be proactive!	2		3	4	3	1		13
9. Listen, own our mistakes and fix the problem with urgency.	2		2	2	5			11
10. Great service is a team effort.	1		2	2	6	2		13
1. Viewing our customers as a hindrance to getting our work done.			2	3	4			9
2. Forgetting that we all work for our customers and we are all on the same team.			1	3	3	1		8
3. Visionaries believing they are not customer facing.			1	3	2			6
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	1		2	3	2	1		9
5. "Resolving" a customer problem without interacting with the customer.	1		2	4	2			9
6. Not following up on issues we transfer to other functions.			2	3	1			6
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.			1	3	1	1		6
8. Assuming our customers won't look for another website provider.			1	3	2			6
9. Not acting with the customer's best interests in mind.			1	3	3			7
10. Not holding Visionaries accountable to our core value of customer focus.			1	3	2			6
Grand Total	18	7	37	63	71	22	2	220

All Questions with Comments - Most Comments on Top

Count of Score	Column Labels							Grand Total
	Client Success / Tec	Executive (reports to	Graphic Design, Tra	Production & QA	Project Manager	Sales and Marketin	Software Developm	
10 Tenets and 10 Corollaries								
3. Who's to blame is irrelevant; keep the customer happy.	1	2	4	4	6	2	1	20
2. Quality and satisfaction are defined by each customer, not us.	2	2	2	4	5	3	1	19
1. Always put the customer first, no excuses.	1	1	2	4	6	4		18
6. Look for ways to "delight" customers.	2	1	2	3	5	2		15
5. Remove hassle from customers; less is more.	2		2	3	6	2		15
8. No news is not good news; be proactive!	2		3	4	3	1		13
4. Every customer request matters & deserves a response.	1		2	4	4	2		13
10. Great service is a team effort.	1		2	2	6	2		13
9. Listen, own our mistakes and fix the problem with urgency.	2		2	2	5			11
7. Do what you say you are going to do; set the right expectations and follow through.	2	1	2	2	3	1		11
5. "Resolving" a customer problem without interacting with the customer.	1		2	4	2			9
1. Viewing our customers as a hindrance to getting our work done.			2	3	4			9
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	1		2	3	2	1		9
2. Forgetting that we all work for our customers and we are all on the same team.			1	3	3	1		8
9. Not acting with the customer's best interests in mind.			1	3	3			7
8. Assuming our customers won't look for another website provider.			1	3	2			6

3. Visionaries believing they are not customer facing.			1	3	2			6
10. Not holding Visionaries accountable to our core value of customer focus.			1	3	2			6
6. Not following up on issues we transfer to other functions.			2	3	1			6
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.			1	3	1	1		6
Grand Total	18	7	37	63	71	22	2	220

Tenets with Comments - Most Comments on Top

Count of Score	Column Labels							Grand Total
	Client Success / Tech	Executive (reports to CEO)	Graphic Design, Training, UX	Production & QA	Project Manager	Sales and Marketing	Software Development	
10 Tenets								
3. Who's to blame is irrelevant; keep the customer happy.	1	2	4	4	6	2	1	20
2. Quality and satisfaction are defined by each customer, not us.	2	2	2	4	5	3	1	19
1. Always put the customer first, no excuses.	1	1	2	4	6	4		18
6. Look for ways to "delight" customers.	2	1	2	3	5	2		15
5. Remove hassle from customers; less is more.	2		2	3	6	2		15
4. Every customer request matters & deserves a response.	1		2	4	4	2		13
10. Great service is a team effort.	1		2	2	6	2		13
8. No news is not good news; be proactive!	2		3	4	3	1		13
7. Do what you say you are going to do; set the right expectations and follow through.	2	1	2	2	3	1		11
9. Listen, own our mistakes and fix the problem with urgency.	2		2	2	5			11
Grand Total	16	7	23	32	49	19	2	148

Corollaries with Comments - Most Comments on Top

Count of Score	Column Labels					Grand Total
	Client Success / Tech	Graphic Design, Training, UX	Production & QA	Project Manager	Sales and Marketing	
10 Corollaries						
4. Saying, "We can't do that" rather than, "Here's a way we could do that."	1	2	3	2	1	9
1. Viewing our customers as a hindrance to getting our work done.		2	3	4		9
5. "Resolving" a customer problem without interacting with the customer.	1	2	4	2		9
2. Forgetting that we all work for our customers and we are all on the same team.		1	3	3	1	8
9. Not acting with the customer's best interests in mind.		1	3	3		7
8. Assuming our customers won't look for another website provider.		1	3	2		6
3. Visionaries believing they are not customer facing.		1	3	2		6
10. Not holding Visionaries accountable to our core value of customer focus.		1	3	2		6
6. Not following up on issues we transfer to other functions.		2	3	1		6
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.		1	3	1	1	6
Grand Total	2	14	31	22	3	72

Comments Only Questions

Count of Score	Column Labels							Grand Total
	Client Success / Tech Support	Executive (reports to CEO)	Graphic Design, Training, UX	Production & QA	Project Manager	Sales and Marketing	Software Development	
Questions								
1. Are we a truly customer focused organization today?	3	7	6	8	9	5	4	42
2. What would it look like to elevate our commitment to our customers?	3	7	6	8	9	5	4	42
3. What would be the benefits and risks of doing so?	3	7	6	8	9	5	4	42
Open Question	1	3	4	3	3	2	1	17
Suggest Name	3	2	6	3	3	2	2	21
Grand Total	13	26	28	30	33	19	15	164

Department	Question	Comment	Score
Production & QA	01. Always put the customer first, no excuses.	I cringe anytime I hear "the contract states..." The contract is there for legal purposes, as a last resort, yes it is important that both parties have a mutual understanding, but quoting the contract and referencing it is essentially like saying, "Ha! Gotcha, we are off the hook for that part..." I feel our current culture instills a platform where we often look at the contract to escape liability.	1
Client Success / Tech Support	02. Quality and satisfaction are defined by each customer, not us.	Definitely feel we put each customer's needs ahead of our own and mold ourselves individually to help them.	8
Client Success / Tech Support	02. Quality and satisfaction are defined by each customer, not us.	Agreed for the most part the client sets the standard. Though I do think sometimes we help to define the standard for the client.	7
Production & QA	03. Who's to blame is irrelevant; keep the customer happy.	We often try to keep the customer happy by simply throwing money at the problem, rather than spending the time to figure out what our clients actually need and getting them the best solution, rather than the immediate solution.	4
Client Success / Tech Support	04. Every customer request matters & deserves a response.	I think we are pretty good at this.	7
Client Success / Tech Support	05. Remove hassle from customers; less is more.	In general yes, just recently it has been way more hassle due to migration and server issues; normally a 8 currently a 6 in the middle is what I chose.	8
Client Success / Tech Support	05. Remove hassle from customers; less is more.	I think we do our best to simplify things in our interactions and instructions.	7
Client Success / Tech Support	06. Look for ways to "delight" customers.	I feel like many people go the extra mile.	8
Client Success / Tech Support	06. Look for ways to "delight" customers.	I would say we take opportunities, but perhaps not proactively look.	7
Client Success / Tech Support	07. Do what you say you are going to do; set the right expectations and follow through.	Difficult one as what we would like to do isn't always what we are able to do, just a fact of life.	8
Client Success / Tech Support	07. Do what you say you are going to do; set the right expectations and follow through.	This is what we strive for, but the reality is sometimes we fall short.	7
Client Success / Tech Support	08. No news is not good news; be proactive!	Intentions are always good, just things are always bound to fall through the cracks from time to time.	8
Client Success / Tech Support	08. No news is not good news; be proactive!	As before, I think we take opportunities when we come across them, but don't always proactively look.	7
Client Success / Tech Support	09. Listen, own our mistakes and fix the problem with urgency.	I feel learning from mistakes is done pretty well.	8
Client Success / Tech Support	09. Listen, own our mistakes and fix the problem with urgency.	I think we do this for the most part.	7
Client Success / Tech Support	10. Great service is a team effort.	One of the best team environments I've ever been a part of always people willing to help and lend their insight regardless of who it is or which department.	8
Sales and Marketing	01. Always put the customer first, no excuses.	It feels like our attitude is "it's their problem for not figuring it out" or "I'll get to it when I have time".	1
Executive (reports to CEO)	02. Quality and satisfaction are defined by each customer, not us.	We have improved quality and satisfaction a lot in recent years.	7
Executive (reports to CEO)	02. Quality and satisfaction are defined by each customer, not us.	I have mixed feelings about this one. Many of our clients do not know what they want or may request something very outdated due to the long sales contract cycles. Is this tenet inclusive of "ignoring" thought leadership and expertise?	7
Graphic Design, Training, UX	03. Who's to blame is irrelevant; keep the customer happy.	I think this is one of the areas of opportunity for improvement, we need to become a more cohesive entity by facilitating communication across departments and changing our mindsets that things are done with our customers in mind and that we all need to be advocates for them.	5
Sales and Marketing	03. Who's to blame is irrelevant; keep the customer happy.	I've seen some blame splashed around.	5
Executive (reports to CEO)	06. Look for ways to "delight" customers.	Many times it feels like we do the bare minimum.	7
Executive (reports to CEO)	07. Do what you say you are going to do; set the right expectations and follow through.	A lot of follow up is required.	7
Sales and Marketing	01. Always put the customer first, no excuses.	We need to listen to the customer and be much more consultative with them. We seem to be robotic in terms of process and much less customer empathetic. It seems that people with customer facing/support/government experience should be a primary focus for us. The technology can be taught but people with customer support qualities have it or dont.	2
Production & QA	01. Always put the customer first, no excuses.	In general we often fail this. Internally (I feel especially production BE devs) put ease of development first over ease of use for our clients.	4
Graphic Design, Training, UX	02. Quality and satisfaction are defined by each customer, not us.	We need to care more about how the client feels about their experience	6
Graphic Design, Training, UX	02. Quality and satisfaction are defined by each customer, not us.	Improvements have been made and are ongoing, I think. I liked the fact that the NPS initiative was made visible to everyone, this survey is a good proof of that.	5
Graphic Design, Training, UX	03. Who's to blame is irrelevant; keep the customer happy.	I see a lot of blaming going back and forth in between the departments and towards the clients	6
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	true	6
Sales and Marketing	03. Who's to blame is irrelevant; keep the customer happy.	I think we focus mainly on the problem not pointing fingers internally, which is great.	6
Executive (reports to CEO)	03. Who's to blame is irrelevant; keep the customer happy.	Too much finger pointing. Getting better, but plenty of room to grow.	7
Graphic Design, Training, UX	04. Every customer request matters & deserves a response.	We respond, but some departments seem to take longer than the others to address their requests	6
Graphic Design, Training, UX	04. Every customer request matters & deserves a response.	I am only exposed to a portion of the interaction with clients, I think requests are addressed, maybe response time can be addressed as well by communicating to the various departments that responses to internal requests are critical, even if the response is that more time is needed to achieve a resolution -- a timeline would need to be given at this point.	5

Department	Question	Comment	Score
Graphic Design, Training, UX	05. Remove hassle from customers; less is more.	Clients can get stuck with extra procedures that they might not understand, so they delay the project even more. Sometimes we should be more flexible with our process.	6
Graphic Design, Training, UX	05. Remove hassle from customers; less is more.	I don't think we are thinking much in terms of making things easier on our clients, think that often times the mindset is that we are doing our part and they need to do theirs whether it's easy or not. I think that we need to create awareness that for most of our clients, our process is new and is something that is added to their already busy schedule, whereas for us, this is something that we do every day. We need to make sure that we are giving them the information that they need when they need it. It does not help either if we give them a whole lot of information ahead of time, we need to strive for providing quick, concise and meaningful information on all phases of our process.	5
Graphic Design, Training, UX	06. Look for ways to "delight" customers.	I think that here's another opportunity to make this happen, not sure how given our busy schedule, perhaps this can be done by identifying minor details throughout the entire process that are not very time-costly.	5
Graphic Design, Training, UX	06. Look for ways to "delight" customers.	I'd like to "delight" our customers even more but sometimes feel held back by scope and time constraints.	9
Graphic Design, Training, UX	07. Do what you say you are going to do; set the right expectations and follow through.	I believe there are a few areas that can be improved here. - During the sales phase, sometimes things get promised that we are unable to do, but are not caught until later in the UX, design, or development phases and then the client is displeased. Better familiarity with the later phases could help with setting correct expectations. - Once out of design and into development, often the client is unaware how long the next phase is and becomes displeased at how long they have to wait. I believe more focus on the timeline and how missing deadlines will affect the overall process should have more emphasis from the start.	7
Graphic Design, Training, UX	07. Do what you say you are going to do; set the right expectations and follow through.	This is difficult when one team sets the wrong expectations for the other teams	6
Graphic Design, Training, UX	08. No news is not good news; be proactive!	There will always be that client that is just not that responsive, no matter how much we reach out to them.	7
Graphic Design, Training, UX	08. No news is not good news; be proactive!	We need to be checking in with the clients to see what else we can do for them. This, in turn, can bring us more business.	6
Graphic Design, Training, UX	08. No news is not good news; be proactive!	I don't have enough exposure as how communications are happening with our clients, I know that the PM and CS departments are in communication with them, I know from experience that sometimes clients just fall off the radar and especially if we are busy we let them do that. Perhaps a scheduled check-in call will alleviate this although I know it's hard to do. I've been wondering lately if it would add value if we setup some sort of Q&A site that clients going through the implementation phase can freely ask random questions about the process without having to necessarily go through their PM. On Vision's side, there would be a handful of people with different backgrounds and levels of expertise that can answer these questions. This forum would not be to make any decisions, it would simply be an open space for them to get quick answers on selected topics.	5
Graphic Design, Training, UX	09. Listen, own our mistakes and fix the problem with urgency.	I think we do try to fix problems with urgency. However, the extra steps in the process delay things. Also, I think we should do better at listening to the clients and asking questions instead of jumping to fixing mode. We are the experts, we should counsel them with the best solutions to their problems.	6
Graphic Design, Training, UX	09. Listen, own our mistakes and fix the problem with urgency.	This is one of the questions that I really had to think about. I do think that there is ownership of our mistakes however, it is difficult to evaluate the urgency piece to it.	5
Graphic Design, Training, UX	10. Great service is a team effort.	We are still working in silos. It's getting better, but we need work	6
Graphic Design, Training, UX	10. Great service is a team effort.	This goes back to awareness, I think that not everybody is exposed to all aspects of this company (which is totally normal) and we need a way to at least provide people with what our clients see and feel, an idea that came up not long ago was to document the journey of a few of our users through the implementation process all the way to the launch phase (and perhaps a few months into going live) and make this visible to the entire company, similar to the NPS survey but more often and perhaps in a way of an interview. Challenge would be of course implementation time and finding clients who wanted to participate on this.	5
Sales and Marketing	01. Always put the customer first, no excuses.	If Vision were always putting the client first, we would be less tolerant of outages. While the move to Rackspace is a good thing, it should have happened six months ago. If need be, Vision should throw money or temp staff at the problem.	5
Graphic Design, Training, UX	01. Always put the customer first, no excuses.	We work having the client's best interest in mind, but we have other priorities, like meeting milestones.	6
Project Manager	01. Always put the customer first, no excuses.	I'd say we could be more flexible in finding the best solutions for clients. We are limited by our CMS functionality all the time. Requests for Products take too much time and this makes us less competitive in comparison with other companies where each client request becomes a reality quickly.	6
Sales and Marketing	01. Always put the customer first, no excuses.	We can improve by clarity in our pricing / offering (esp. in our proposals), providing more consistent check ins for customers that have launched with us. Areas I see we are working well in, is individuals taking the extra step to meet with our clients / council meetings when needed, and internally us helping clients who need 'small' things, Google Analytics set up, cms walk throughs, etc.	6

Department	Question	Comment	Score
Production & QA	02. Quality and satisfaction are defined by each customer, not us.	Generally good, I think we can be more responsive if we have an easily list of client profiles and perhaps a case history and a short synopsis of their disposition that can be referenced when answering a call or working on a ticket. Perhaps the AMs and PMs know the clients through daily interaction but other departments may not.	8
Production & QA	02. Quality and satisfaction are defined by each customer, not us.	It's supposed to be 50 50, we and the customer should be both satisfied and happy with the quality	10
Production & QA	02. Quality and satisfaction are defined by each customer, not us.	While we don't agree with the decisions that clients make, as long as we know their decision still achieves their purpose and makes them happy, more power to them.	10
Production & QA	02. Quality and satisfaction are defined by each customer, not us.	Generally we are pretty good at this. If anything we often hold ourselves to a higher standard of quality then some of our clients would want or care for.	4
Executive (reports to CEO)	03. Who's to blame is irrelevant; keep the customer happy.	We're very focused on blaming other teams.	7
Graphic Design, Training, UX	03. Who's to blame is irrelevant; keep the customer happy.	Generally done well, but when expectations are not clear from the start we end up with unhappy customers and should ensure those expectations are clear to the client. I don't believe blame is irrelevant, however. If, for example, we could not accommodate a deadline due to the client not submitting materials or feedback, while we shouldn't blatantly say it was their fault, they should be aware that it was due to their part that we cannot always accommodate the deadline.	7
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	This goes back to #2, we need to recognize that some customers just aren't happy and won't ever be happy no matter what and that just giving them stuff won't make them any happier.	7
Software Development	03. Who's to blame is irrelevant; keep the customer happy.	We did well this part	7
Production & QA	04. Every customer request matters & deserves a response.	From what I've gathered the AMs and PMs do a great job of handling every request.	8
Production & QA	04. Every customer request matters & deserves a response.	Of course, without this set into our mindset, clients dissatisfaction will lead to losing business, the client can fire anyone in the company, from an employee to even the ceo, all they have to do is take their business someplace else.	10
Production & QA	04. Every customer request matters & deserves a response.	My perception is that we often ignore, forget, or misinterpret client requests, which leads to clients being angry, or reaching out to random people at the company for help.	4
Production & QA	04. Every customer request matters & deserves a response.	I don't have visibility into whether some requests are getting no response.	8
Production & QA	05. Remove hassle from customers; less is more.	I think we are getting there, compartmentalizing the aspects from webmaster/sysadmin/user has been great for this. I think we are making progress on abstracting or hiding some of the more complex aspects we maintain for flexibility with new product offerings.	8
Production & QA	05. Remove hassle from customers; less is more.	Our industry requires a lot of communication to make sure we understand the client, while less is more might be true, having less steps in performing actions to do more is something to think about, not only how customers reach out to us for support, but how Vision's products give them more by performing much less.	10
Production & QA	05. Remove hassle from customers; less is more.	This ties back to number 1 and I think could potentially be removed from the list of tenets.	4
Production & QA	06. Look for ways to "delight" customers.	From what I've seen we do put extra effort into this. In our department we are putting extra engineering into defaults and gracefully handling errors and bad input. Robert and Gar have been very active with asking us what can be done with particular issues and requests.	8
Production & QA	06. Look for ways to "delight" customers.	Within the past 2 years, the amount of resources that have gone into developing new features or upgrading existing ones has been great and Vision clearly shows their strong interest everyday in doing more to make customers happy.	10
Production & QA	06. Look for ways to "delight" customers.	It depends on the people involved. My perception is that if Robert, John K, Ashley, or Adriane get directly involved with the client, we succeed in delighting them on a regular basis. If a problem or issue however does not fall to one of them, we often fail.	4
Production & QA	07. Do what you say you are going to do; set the right expectations and follow through.	I think we've been quite good with setting realistic expectations.	8
Production & QA	07. Do what you say you are going to do; set the right expectations and follow through.	Laughably bad. Every department seems to miss deadlines or quality levels, and half the time someone says they will get you anything, they do not come through and just drop off the radar.	4
Production & QA	08. No news is not good news; be proactive!	Generally good, in our dept I would like to see us have perhaps a more explicit and thorough accounting of how we set up widgets to be easy to author content and steer the client toward good content and handle their possible mistakes. From a products standpoint perhaps some kind of markup validator and fixer library could be developed that can be applied to areas where the clients can write their own HTML? I would also like to see PMs and FE develop and train clients on Web best practices and usability to add value and also to cut down on support issues.	8
Production & QA	08. No news is not good news; be proactive!	In production we lack a one on one relationship with the clients.	9
Production & QA	08. No news is not good news; be proactive!	Similar to number 7, but more client facing, we seem to fail to alert our clients to what's going on until after it's happened.	4

Department	Question	Comment	Score
Production & QA	08. No news is not good news; be proactive!	How often are we touching base with our clients after they go-live? We essentially have 3 employees to do tech support and after launch sales. If we really want to live "no news is not good news" this team size should be doubled or tripled.	1
Production & QA	09. Listen, own our mistakes and fix the problem with urgency.	In general we are pretty strong here from what we've seen. In our dept recurring QA issues are added to our existing script libraries and practices so they go away quickly. Our department also makes a strong point of maintaining good documentation and verbose detail on issues and solutions a since we have to revisit old sites and issues often. Are other depts doing this?	8
Production & QA	09. Listen, own our mistakes and fix the problem with urgency.	Once it's been pointed out that we are failing re:7/8 tenets, we generally manage to own and catch up on our mistakes, unless we passed it to another team in which case we pass the blame like the best in the world.	4
Production & QA	10. Great service is a team effort.	I think the teams understand their roles and how interdependent we are to the mission of greater service.	8
Production & QA	10. Great service is a team effort.	I don't feel like we as a company function as a team. There are little cliches that work well together and are team-like (and these little groups are cross functional), but stepping outside of those can be like running into a brick wall of condescension, miss-understanding, bad-English and frustration.	4
Executive (reports to CEO)	01. Always put the customer first, no excuses.	Sometimes, we considered about cost, revenue, productivity, difficulty as higher priority.	7
Graphic Design, Training, UX	01. Always put the customer first, no excuses.	I believe we generally do this well, but there are times where we only end up accommodating the client after they have become upset or disappointed (or it is an unreasonable client)	7
Project Manager	01. Always put the customer first, no excuses.	We're good at this but we focus too much on the outcome of internal priorities, such as sales goals, NPS surveys, and milestone completions, than actually creating a pathway that enables a customer-first environment.	7
Client Success / Tech Support	01. Always put the customer first, no excuses.	7.5	8
Production & QA	01. Always put the customer first, no excuses.	Top to bottom I think we're doing well here. We can add some more proactive elements as detailed below.	8
Project Manager	01. Always put the customer first, no excuses.	Sometimes I feel that not everyone follows this. There can be roadblocks the occur with certain customer requests and occasionally a response will be something like "it can't be done because it will require more work". I think if we all made the effort to try and first find a solution/ work-around rather than shut down a request we could remedy this.	8
Project Manager	02. Quality and satisfaction are defined by each customer, not us.	The problem here is that we need to be more discerning with the prospects that we take on as clients. It's more important to close a deal to meet a quota than it is to pass on a client that will be a net drain on resources and morale.	7
Project Manager	02. Quality and satisfaction are defined by each customer, not us.	Definitely true for the Project Managers, especially since we have the survey results to refer to that help us define the success of a project. However, amongst other departments, they do not have as much contact with the clients, so they don't focus as much on this.	10
Project Manager	02. Quality and satisfaction are defined by each customer, not us.	In our industry clients are not always able to recognize the quality due to complexity of things	6
Project Manager	02. Quality and satisfaction are defined by each customer, not us.	NPS Focus shows that even if we think the site is great, the client's happiness is the determining factor if we did a good job.	10
Project Manager	02. Quality and satisfaction are defined by each customer, not us.	You can tell this is us because we make NPS our primary KPI with an extremely ambitious target. Suggestion: If we adequately resourced the CS team to truly own all related follow-up to this, we'd be a 10.	8
Client Success / Tech Support	03. Who's to blame is irrelevant; keep the customer happy.	I feel like there is not much if every any blame, it always feels more like "Let's get this fixed, regardless how to get broken."	8
Production & QA	03. Who's to blame is irrelevant; keep the customer happy.	We're pretty good about not being overly concerned with blame, though not to the point where we shy from figuring out where the issue is.	8
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	You rarely hear "too bad for the customer" when something goes wrong. It's all about solutions.	8
Graphic Design, Training, UX	03. Who's to blame is irrelevant; keep the customer happy.	While I don't think Vision (as a whole) plays the blame game, I think it's hard for Vision to excel at this, especially with a difficult client.	9
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	Less finger pointing, more learning from our mistakes and fixing the source of the problem, whether it's miscommunication, lack of clarity, lack of knowledge, or lack of communication across departmental teams.	9
Production & QA	03. Who's to blame is irrelevant; keep the customer happy.	Will not blame but will inform what went wrong or what went well	10
Project Manager	04. Every customer request matters & deserves a response.	We're very responsive.	7
Project Manager	04. Every customer request matters & deserves a response.	true, but i would want more positive responses rather than explaining that we can't do it and why we can't	6
Project Manager	04. Every customer request matters & deserves a response.	I believe we do a great job following up on these	10
Project Manager	04. Every customer request matters & deserves a response.	Every policy I've seen speaks to this.	8
Project Manager	05. Remove hassle from customers; less is more.	There's a difference between hassle and responsibility. We don't give our clients busy work, everything we ask them to do are things that they actually need to do.	7
Project Manager	05. Remove hassle from customers; less is more.	I think that we could do more to give clients direction during confusing parts of the process, such as content migration, UAT, and go-live--but this is something we are also working on.	10
Project Manager	05. Remove hassle from customers; less is more.	Some parts of our process, in their nature, are a hassle - I'm talking Content Migration	9

Department	Question	Comment	Score
Project Manager	05. Remove hassle from customers; less is more.	our process is too overwhelming for clients.there is a room for improvement	6
Project Manager	05. Remove hassle from customers; less is more.	our current process seems to needs quite a bit of effort on the client's side when they don't usually have the staff and time to commit to the site project	10
Project Manager	05. Remove hassle from customers; less is more.	A little book called \$100 Startup called this "giving them the fish." When you go out to eat you don't want to catch, clean and cook your own fish. You just want the fish. Give the customer what they want, instead of what you think they need. Vision often struggles to find (consistent) ways to catch, clean, and cook our clients' fish for them -- even our help material is wordy and not professionally edited for usability and comprehension. (Shoutout to Products though -- the new visionPulse, new Calendar and Page editors do a great job at guiding new users!)	8
Project Manager	06. Look for ways to "delight" customers.	I think we try very hard to give customers the product that is contracted, but it can be hard to go above and beyond for that extra touch, or try to engage with our customers more deeply when we have a heavier workload.	10
Project Manager	06. Look for ways to "delight" customers.	I think we could do a lot more to surprise our customers with nice gestures. Especially during the implementation process. I think the sales team might be better at this.	9
Project Manager	06. Look for ways to "delight" customers.	I think we are pretty good at giving stuff for free.	6
Project Manager	06. Look for ways to "delight" customers.	difficult to balance scope management	10
Project Manager	06. Look for ways to "delight" customers.	What does this mean? I'm thinking of how a house cleaner will leave a bottle of wine for a client. I'm not sure what institutionally Vision does to serve this tenet, but I find my clients are pleasantly surprised/relieved when we set up their Analytics for them and offer to speak to their other vendors/teams/IT for them.	8
Project Manager	07. Do what you say you are going to do; set the right expectations and follow through.	it depends on person	6
Project Manager	07. Do what you say you are going to do; set the right expectations and follow through.	The client sees vision as one entity, big misalignment with expectations at sales and implementation	10
Project Manager	07. Do what you say you are going to do; set the right expectations and follow through.	Historically Vision is huge on holding to the integrity of our specs and words, even for non-standard projects like Garrett Park, Commerce (both), Industry, etc.	8
Project Manager	08. No news is not good news; be proactive!	This ties into #9, our process isn't set up for speed so sometimes, there's just no news so to say that that's bad is only believable if there will be some fundamental adjustments to remove the wasted time from our projects.	7
Project Manager	08. No news is not good news; be proactive!	agree. it also depends on person. due to high volume of projects, tasks proactive approach is not always possible	6
Project Manager	08. No news is not good news; be proactive!	The customer-facing teams have good SLA policies from what I have seen, and status checks are tracked (either in Wrike or Salesforce)	8
Project Manager	09. Listen, own our mistakes and fix the problem with urgency.	Owning mistakes is one thing but our process is simply not set up for urgency. 10+ weeks for development is insane. It's 4 weeks of work and 6 weeks of sitting idle. The biggest culprit being the QA department, which has no oversight or accountability. The Network team is understaffed.	7
Project Manager	09. Listen, own our mistakes and fix the problem with urgency.	We are constantly changing our process and growing to become better and fix our mistakes.	9
Project Manager	09. Listen, own our mistakes and fix the problem with urgency.	I think we are pretty good at it	6
Project Manager	09. Listen, own our mistakes and fix the problem with urgency.	sometimes it's difficult to own up to mistakes and take action when we make mistakes. we need to improve here	10
Project Manager	09. Listen, own our mistakes and fix the problem with urgency.	We do prioritize based on severity, but that's OK. I have seen us both internally and externally tell clients that a problem is just the way something is.	8
Project Manager	10. Great service is a team effort.	If the board of directors and investors aren't in lockstep with this initiative then this is all a waste of time. If they believe in this company and its purpose and not just ROI, then that will be the single most important aspect of customer service ownership on every level.	7
Project Manager	10. Great service is a team effort.	Definitely, and I think that we are good at coming together to ensure that. I am always able to have a dialogue with other team members when needed--an unofficial open door policy if you will. Design has come through in clutch times, as have the developers.	10
Project Manager	10. Great service is a team effort.	Love the support Vision gives as a team. I think we work great together as a whole.	9
Project Manager	10. Great service is a team effort.	agree, however some people don't get it when they don't face clients	6
Project Manager	10. Great service is a team effort.	when the team needs to come together to accomplish a goal i think that we do very well	10
Project Manager	10. Great service is a team effort.	Everyone from design to production respects customer satisfaction as a valid reason for attention, so the will is there. However we could add more reliable structure for some customer-facing tasks, such as tasks involving remote network connections and setup.	8
Project Manager	01. Always put the customer first, no excuses.	When we are reacting to events we are a 10 here, but probably a 6 at being proactive at this. (P.S. Wish this wasn't so overwhelmingly absolute -- "always," "first," "no excuses"?)	8
Production & QA	01. Always put the customer first, no excuses.	Vision has been (continuously) improving in this area, compared to the nickel and dime quotes previously done before in the past.	10
Project Manager	01. Always put the customer first, no excuses.	As a Project Manager, we work extremely closely with our clients, so this is definitely true-- although we must also balance the contract scope and client expectations. So while we may not be able to grant every request, we do our best to ensure customers are satisfied with the product and process.	10
Project Manager	01. Always put the customer first, no excuses.	high focus on NPS and following up on customer complaints	10

Department	Question	Comment	Score
Sales and Marketing	02. Quality and satisfaction are defined by each customer, not us.	I think it depends on the client and their relationship with Vision.	5
Sales and Marketing	02. Quality and satisfaction are defined by each customer, not us.	We have clients that refuse to be references, so that's a clue that we put our needs first.	1
Sales and Marketing	02. Quality and satisfaction are defined by each customer, not us.	We need to improve listening to specific feedback from customers on their project experience with us (NPS is great), but continuing to hear how phases of the process went is key.	6
Production & QA	03. Who's to blame is irrelevant; keep the customer happy.	The common phrase, "everyone makes mistakes" is applicable to everyone. However, one must also be held accountable but treated in a matter that if something can be done to prevent mistakes happening again, whether by education or adjustments, this should be a first step instead of common methods.	10
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	I think as a whole, we are pretty good about advocating for the customer and our teams coming together to grant their requests. If there are issues with migration, Ashley is always happy to help. If there are some small customizations, GA and Adriane are ready to jump into action, and the graphic designers are super responsive and just as customer-focused as the PMs.	10
Sales and Marketing	04. Every customer request matters & deserves a response.	For the most part, I think this is the CS area where Vision is at its best.	5
Sales and Marketing	04. Every customer request matters & deserves a response.	We can improve here, thinking response to support requests etc. Esp. when clients are asked a question but don't respond, sometimes there is lack of follow up to solve the issue. (Ex. client requests to turn on a function in the cms, support asks a question, client doesn't respond. The client expectation is still for the request to happen and we need to be proactive to correspond and make sure the request is executed with the needed information for support)	6
Sales and Marketing	05. Remove hassle from customers; less is more.	The second part of this sentence doesn't make sense. "Less (hassle) is more?"	5
Sales and Marketing	05. Remove hassle from customers; less is more.	Clarifying our proposal and pricing options -- and making the website development process easier are two areas where we can improve this drastically. I have seen strides in the project process where this is improving.	6
Sales and Marketing	06. Look for ways to "delight" customers.	Again, I think it depends on the client's relationship with Vision. Did they have an engaged PM? When they gave us feedback, did we shrug it off with, "he's an *ss." or "she doesn't know what she's doing." I've been hearing clients called "stupid" (from a VP) lately and it makes me uncomfortable.	5
Sales and Marketing	06. Look for ways to "delight" customers.	We could be proactive and create 'emergency homepages' for clients in costal regions during severe weather, or send out best practices or "we're here to help" emails. I think in terms of design and website functionality we are beginning to push ourselves and delight the customer, so great strides there. Much improvement in delight from our product and development teams too.	6
Sales and Marketing	07. Do what you say you are going to do; set the right expectations and follow through.	We're getting better at this. I do sometimes hear clients talk about their redesign and launch and mention, "we thought Vision was going to help us with X...but that wasn't the case."	5
Sales and Marketing	08. No news is not good news; be proactive!	Vision is reactive.	5
Sales and Marketing	10. Great service is a team effort.	I don't know how to score this. The levels of accountability differ between departments and staff so—how can there be a true team effort?	5
Sales and Marketing	10. Great service is a team effort.	Agree with this statement completely and overall we have done a good job on relying on team members or getting help. When Graphic Design, Project Management, or Solutions Specialists have been requested for sales meetings all have helped. This is much appreciated and displays willingness from all team members to give great effort.	6
Software Development	02. Quality and satisfaction are defined by each customer, not us.	As developers, we had some technical limit, I don't think they were happy with those limitations.	7
Project Manager	03. Who's to blame is irrelevant; keep the customer happy.	This has improved but there seems to sometimes be blame placed on other teams or individuals.	10
Client Success / Tech Support	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	Some things just can't be accomplished exactly how the customer would like.	8
Client Success / Tech Support	05. "Resolving" a customer problem without interacting with the customer.	Follow up seems pretty well done.	8
Graphic Design, Training, UX	01. Viewing our customers as a hindrance to getting our work done.	We would like to do the best for them, but when they don't make good choices, we see them as a hindrance, instead of engaging them and talk about why they want to do something.	6
Graphic Design, Training, UX	01. Viewing our customers as a hindrance to getting our work done.	I am leaning towards this being a routine, I think that after the initial phase of the project, we tend to put the project in "auto pilot" and everything that makes the project change gears is looked at as an inconvenience. This is I think due to our approach, finally, we are an assembly line and we have to make sure that all components are plugged in at the right time, not sure that there's a fix to this.	5
Graphic Design, Training, UX	02. Forgetting that we all work for our customers and we are all on the same team.	I am not sure if I am the only one feeling this, and perhaps this is too simplistic but every bit counts. When we refer to the different departments we refer to them as "teams": "This team", "that team", I think that this dilutes the concept of team, should we refer to other internal entities as departments and leave the "team" term to define Vision as a company?	5
Graphic Design, Training, UX	03. Visionaries believing they are not customer facing.	Not sure how people feel about this	6
Graphic Design, Training, UX	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	Yes, I see this happening. When we cannot do something, this should be an opportunity to finding a better solution to our clients	6
Graphic Design, Training, UX	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	I feel like this is a continuous struggle at Vision, hopefully this will change by putting everyone on the client's side :)	5

Department	Question	Comment	Score
Graphic Design, Training, UX	05. "Resolving" a customer problem without interacting with the customer.	This happens too often. People jump into fix it mode instead of listening to the client and asking questions about their concerns	6
Graphic Design, Training, UX	05. "Resolving" a customer problem without interacting with the customer.	From what I have seen, I don't think this happens often or at all, really.	5
Graphic Design, Training, UX	06. Not following up on issues we transfer to other functions.	Too many delays going back and forth among people instead of just getting together really quick and figuring out an issue	6
Graphic Design, Training, UX	06. Not following up on issues we transfer to other functions.	I can only speak for myself here, in general I try to follow up sooner rather than later but this is also a matter of how busy we are.	5
Graphic Design, Training, UX	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	I think it would help to further explain this one, perhaps starting by defining what is an issue, is it an actual problem with our products or services, or is it a request/question? I feel that actual problems are addressed fairly quick, however miscellaneous requests and answers might be put in the back burner depending on how busy we are.	5
Graphic Design, Training, UX	08. Assuming our customers won't look for another website provider.	I would be surprised if anyone thinks that our clients will not shop around, they will at least look around even if they are happy with us.	5
Graphic Design, Training, UX	09. Not acting with the customer's best interests in mind.	I think this is another split decision, there are some who do that, there are some who do not do that but I don't think this is deliberate, I feel that having exposure with clients is key for everyone to understand this concept.	5
Graphic Design, Training, UX	10. Not holding Visionaries accountable to our core value of customer focus.	I was not completely sure how to respond to this, I think that the culture of holding people accountable is not there yet so I have to go with a neutral stance here.	5
Production & QA	01. Viewing our customers as a hindrance to getting our work done.	Generally good, though we need to reinforce the notion that if a client is not getting an issue or understanding it properly then we have to own that and see how to resolve it. We do accept "oh the client is not technical" too much I think.	8
Production & QA	01. Viewing our customers as a hindrance to getting our work done.	Although sometimes client decisions might cause some frustrations, the way that Vision has approached and handled these type situations has improved drastically and continues to do so.	10
Production & QA	01. Viewing our customers as a hindrance to getting our work done.	I would argue if anything we view other teams and functions as a hindrance more than our clients.	4
Production & QA	02. Forgetting that we all work for our customers and we are all on the same team.	We are generally good here, people accept responsibility and do not try to deflect.	8
Production & QA	02. Forgetting that we all work for our customers and we are all on the same team.	With changes undergoing and processes improving, when we make a mistake, it's important for us to own up to our own mistakes, and others should also help teach us to prevent it from happening again. We afterall, should not only celebrate as a team, but be able to help each other in times when it	10
Production & QA	02. Forgetting that we all work for our customers and we are all on the same team.	Again, see anti-tenet 1, and tenet 10.	4
Production & QA	03. Visionaries believing they are not customer facing.	In production we don't meet with clients but clients interact with our integration decisions all the time. As I described earlier we should perhaps be more explicit about how to design our widgets to anticipate and handle possible issues.	8
Production & QA	03. Visionaries believing they are not customer facing.	I believe that every person inside the organization wants to do well for the client, but may lack some keypoints or knowledge of "how" we can make our work better & valuable for the client.	10
Production & QA	03. Visionaries believing they are not customer facing.	Our devs (product and production) very routinely believe that they are not customer facing and that the only people they answer to are there direct bosses, not the clients, which is what leads I feel to some very odd decisions about how things are implemented or developed.	4
Production & QA	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	I think we've done pretty well with figuring out solutions within given constraints. I think having a stronger sense of Web usability and best practices would be a great guide for both helping to manage client expectations and achieving solutions.	8
Production & QA	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	In times where we might have had to say "No" was not because we wanted to say "No", but rather a limit into what Vision's product (CMS) could do at the time. Although some requests are possible (and costly), I believe that Vision is on the right path being practical on approving work based on what we could do now as to what we will be capable to do later on.	10
Production & QA	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	My impression is we do this a lot, and then followed with when we find a solution because the client pushed back on us, it's the hardest solution for the client to use,	4
Production & QA	05. "Resolving" a customer problem without interacting with the customer.	We have been pretty good about keeping the client in the feedback loop for solutions.	8
Production & QA	05. "Resolving" a customer problem without interacting with the customer.	In unique situations in where we don't have enough information or simply due to the clients very "picky approval" we have contacted the client to make sure we're on the right track, however most situations have been able to be taken care of as a team without having to interact with the customer.	10
Production & QA	05. "Resolving" a customer problem without interacting with the customer.	Generally I think we tell our clients when we fix things, unless it's a product fix.	4
Production & QA	05. "Resolving" a customer problem without interacting with the customer.	I am not aware of this happening but don't have great visibility into customer interaction.	8
Production & QA	06. Not following up on issues we transfer to other functions.	Generally strong and improving as we get better with using Wrike. One weakness is that mentions are too easy to ignore, so we should should make it clear when a task needs input outside of just using a mention.	8
Production & QA	06. Not following up on issues we transfer to other functions.	Some internal timing may be due to a lack of resources, skill and/or bandwidth. I do believe that Vision will continue to work and improve on issues that cause some functions to deliver and/or respond past the due date.	10
Production & QA	06. Not following up on issues we transfer to other functions.	We suck at this.	4

Department	Question	Comment	Score
Production & QA	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	I haven't heard issues being glossed over like this.	8
Production & QA	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	Vision has had a great grip in response time in customer issues, while some issues might slip and be past due, the number of issues that do have greatly been reduced.	10
Production & QA	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	We've gotten better at this but it still happens more then it should.	4
Production & QA	08. Assuming our customers won't look for another website provider.	I think upper management has done a pretty good job of laying out just how competitive the industry is and how the little things count.	8
Production & QA	08. Assuming our customers won't look for another website provider.	Vision has shown they care about their customers satisfaction and worries about competition. This can be seen in the investment towards research and case studies, development, and future planning for Vision's products.	10
Production & QA	08. Assuming our customers won't look for another website provider.	yeah, we do this	4
Production & QA	09. Not acting with the customer's best interests in mind.	Always room for improvement in our systems and processes but I believe we all do act with the customer in mind here.	8
Production & QA	09. Not acting with the customer's best interests in mind.	Vision continuously questions their customer's satisfaction by sending out questionnaires, close look into NPS, increased product development based on customer feedback, and becoming proactive towards customers and dormant customers.	10
Production & QA	09. Not acting with the customer's best interests in mind.	This seems like a repeat of some of the anti-tenets above.	4
Production & QA	10. Not holding Visionaries accountable to our core value of customer focus.	We are generally a nice company so I wonder if people aren't being as candid as they'd like, but from what I observe customer focus is something we do value greatly so it's less about individual failings but more about how processes can be improved.	8
Production & QA	10. Not holding Visionaries accountable to our core value of customer focus.	We should always be held accountable if we make mistakes, but we should always lend a hand to others who simply may be on the wrong path. I am neutral on this as we have barely begun focusing on customer focus and our department depends on what other departments say of our work. My personal belief that may or may not be applicable to others is; "If you make a mistake and don't correct it, then it's a mistake, to have the courage to admit it is based on your own humility."	10
Production & QA	10. Not holding Visionaries accountable to our core value of customer focus.	We are getting better at highlighting when Visionaries do the right things, but we DO NOT at all call out people when they fail.	4
Project Manager	01. Viewing our customers as a hindrance to getting our work done.	I see this most often when there is a disconnect between the scope of the project and the customer's expectations. In my experience, this begins in the sales process--and then the Project Manager has to take the fall-out for things that were promised (or not) but not specified in the contract. When this happens, it's easy to get frustrated with our clients because they will bring up topics with which we were completely unfamiliar, but still take the brunt of the client's frustrations--even though we are just trying to keep the ball rolling in the project.	10
Project Manager	01. Viewing our customers as a hindrance to getting our work done.	clients are so slow and lazy	6
Project Manager	01. Viewing our customers as a hindrance to getting our work done.	Sometimes it seems that design gives this vibe in their responses to clients on their invasion comments. it is often perceived as not wanting to fulfill their requests	10
Project Manager	01. Viewing our customers as a hindrance to getting our work done.	In the same ways that we push customers to do work themselves and to use technical tools (e.g. content migration worksheets, UAT spreadsheets, InVision), we are sometimes stuck blaming the customer for lacking the inclination/ability to do things our way. Note: When your customer pushes back critical decisions for big council/executive meetings, which themselves get pushed back repeatedly, it is fair IMO to question whether the client is hindering itself.	8
Project Manager	02. Forgetting that we all work for our customers and we are all on the same team.	Not so good on the "one team" aspect	7
Project Manager	02. Forgetting that we all work for our customers and we are all on the same team.	Some teams do not see themselves as dealing with the customers directly or affecting them.	10
Project Manager	02. Forgetting that we all work for our customers and we are all on the same team.	Everyone seems aware that we're all trying to impact the customer with the product of our work. (If you asked which teams are more or less plugged into this I'd have further opinions.)	8
Project Manager	03. Visionaries believing they are not customer facing.	Yes, particularly for departments that do not interface directly with the clients. It's important that all teams realize they speak to the client through the project manager. Whatever they tell me gets straight to the client, so it's important that we get clear, accurate, and easy to understand answers for the questions we get from clients.	10
Project Manager	03. Visionaries believing they are not customer facing.	We employ a lot of people who would be anxious to speak directly to customers, not to mention our H1B's and language barriers. Is that what this statement refers to?	8
Project Manager	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	This has been improving.	7
Project Manager	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	Our products/software, production, solutions, and IT teams live constantly on an edge between thoroughly researching every request vs. providing a timely answer. We improvise workarounds and other methods to achieve goals on a daily basis, but also there are valid cases where the best answer is "We shouldn't do that."	8

Department	Question	Comment	Score
Project Manager	05. "Resolving" a customer problem without interacting with the customer.	It depends. We don't have a good method of communicating to specific clients that report problems or make requests that eventually get turned around in a vLive update.	7
Project Manager	05. "Resolving" a customer problem without interacting with the customer.	Currently our patch notes / change logs seldom mention any of our bug fixes to clients. And when sites go down randomly or bugs are found in our product, and we are reasonably certain clients won't notice it, Vision does not notify clients.	8
Project Manager	06. Not following up on issues we transfer to other functions.	From managers, PM's, and salespeople, I have witnessed fantastic follow-up confirming that clients are taken care of.	8
Project Manager	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	Sometimes if a desire or idea is mentioned, say, early on in a project, it is not always brought back up later during development/etc. If there is a backlog and we find that a previous issue was never addressed, sometimes Vision's follow-up has been "are you still having a problem with this?" rather than fixing it.	8
Project Manager	08. Assuming our customers won't look for another website provider.	Sometimes that should. We need to have the self-awareness to know who we are and what we do and it's okay that sometimes there are better solutions out there. We can't provide the best solution to every problem; nobody can.	7
Project Manager	08. Assuming our customers won't look for another website provider.	To think about who the client will choose in 3 years is a nebulous concept, but we indirectly address this by focusing on referenceability.	8
Project Manager	09. Not acting with the customer's best interests in mind.	We aren't very good at saying no.	7
Project Manager	09. Not acting with the customer's best interests in mind.	sometimes we consider what the business case is for some fixes that are needed to our system.	10
Project Manager	09. Not acting with the customer's best interests in mind.	From a UI/UX perspective I think our default code for certain widgets lack functionality that clients will reasonably expect. By default, most sites out of programming seem to lack these things that are relatively quick to program: - When site search is an icon that opens up a pop-up search, we force users to click the text box a second time before typing search - We have no rotating spotlight widget that accommodates all use cases (clients either must have an image and no links, must NOT have an image and still no links, must edit finicky HTML code, or can't have their spotlight rotate at all) - Widget titles like Home News, Home Events, News Box, FAQ Box, etc. don't actually draw their box/widget title from the "Widget Title" field, so clients can never change it - Background images are not changeable by clients unless the PM requests it - Top left logos are not changeable by clients - Clients have no CSS access - Many site templates are programmed for exact heights based on design, so if we change a client's News to show, say, 6 items instead of 3, we often don't program the page to accommodate that and still fit Finally, the visionCMS back end menu commits a UI/UX sin by having one dropdown menu on top of another. I assume this is still like this because we think a very minor daily inconvenience is less important than huge, brief inconveniences or huge wins.	8
Project Manager	10. Not holding Visionaries accountable to our core value of customer focus.	This could be tricky. The second it feels like employees are no longer trusted is the end of any hope for long-term company success.	7
Project Manager	10. Not holding Visionaries accountable to our core value of customer focus.	The core values aren't brought up much, but we generally don't break that core value either.	8
Sales and Marketing	02. Forgetting that we all work for our customers and we are all on the same team.	In sales we can continue to present solutions as "I'm here to help you" or "I want to go to bat for you" to continue to stress this. Overall I think the sales team does this, but can continue to improve.	6
Sales and Marketing	04. Saying, "We can't do that" rather than, "Here's a way we could do that."	I	5
Sales and Marketing	07. Not acting with urgency; believing customer issues will diminish or be forgotten with time.	We have to be proactive Most issues arise from lack of communication.	2
Client Success / Tech Support	01. Are we a truly customer focused organization today?	I believe us, as people, are customer focused it's just lately some road bumps might not reflect well on our good intentions.	n/a
Client Success / Tech Support	01. Are we a truly customer focused organization today?	Yes. It is the nature of our business.	n/a
Client Success / Tech Support	01. Are we a truly customer focused organization today?	I do not believe we are a truly customer focused organization today. We are working towards it but we need to set the customer as a priority more often than we do now.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	Not completely. Depends on team functionality & responsibility. Once the team functionality is less customer facing, from mindset, it's less customer focused.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	Internal finger pointing must go away and departmental silos must be broken for everyone to function as one cohesive team if we are to achieve this goal.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	I believe we exhibit many actions on a daily/weekly basis that are highly consistent with customer focus, but I don't think it is always top of mind in many other decisions we make and/or actions we take. On balance, it isn't a defining characteristic of who we are as an organization	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	In general, I'd say yes.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	We are part of the way there.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	Not consistently in a coordinated manner.	n/a
Executive (reports to CEO)	01. Are we a truly customer focused organization today?	No.	n/a
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	I believe we are at 75%	n/a
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	yes,	n/a

Department	Question	Comment	Score
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	Not so much. We care about our customer, but we have other priorities in mind, like milestones.	n/a
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	In my department, we are making great strides toward this.	n/a
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	No, I think we are gravitating towards being a customer focused organization, but we are not quite there yet.	n/a
Graphic Design, Training, UX	01. Are we a truly customer focused organization today?	I believe we try to be, but it can be hard when presented with certain customer requirements that may lie outside of scope or the existing product.	n/a
Production & QA	01. Are we a truly customer focused organization today?	No	n/a
Production & QA	01. Are we a truly customer focused organization today?	I think we have the right attitude and a desire, but we can improve in a few areas and be more proactive.	n/a
Production & QA	01. Are we a truly customer focused organization today?	Mostly as most product changes recently are usability and UX changes	n/a
Production & QA	01. Are we a truly customer focused organization today?	I believe that Vision has been a customer focused organization subconsciously in many ways, but now that we are moving our attention to becoming a customer focused company, we are beginning to figure out our flaws and areas that need to be improved to truly become a customer focused organization. We might not be a 100% customer focused organization today, but we are sure getting there.	n/a
Production & QA	01. Are we a truly customer focused organization today?	I believe we are, our project managers put a great deal of effort into building relationships with our customers and though production lacks day to day contact with our customers we definitely see our work as customer facing as it is the product we sell.	n/a
Production & QA	01. Are we a truly customer focused organization today?	I would say no. There are too many instances of us ignoring what is best for a client even if it hurts us only in the short term and favoring ourselves above our clients.	n/a
Production & QA	01. Are we a truly customer focused organization today?	Not yet, we have a great goal and I am hopeful we get there.	n/a
Production & QA	01. Are we a truly customer focused organization today?	We try to be, but sometimes there are conflicting messages (don't do customizations, reduce timelines, get stuff done faster with less etc)	n/a
Project Manager	01. Are we a truly customer focused organization today?	No. Dollars and cents are more important right now.	n/a
Project Manager	01. Are we a truly customer focused organization today?	I think that for the most part, yes. However, departments that are not client-facing do not prioritize this as much because they don't have to communicate with the clients and field their questions and expectations.	n/a
Project Manager	01. Are we a truly customer focused organization today?	We are, but we can always take it to the next level! We're ready for the challenge.	n/a
Project Manager	01. Are we a truly customer focused organization today?	more or less	n/a
Project Manager	01. Are we a truly customer focused organization today?	For the most part yes. But sometimes this can get lost on some that believe they are not client facing.	n/a
Project Manager	01. Are we a truly customer focused organization today?	I believe the focus of NPS shows we are, we have more progress here however. All direct Client facing teams should be working using NPS. Sales/UX/Design/Tech Support - all teams should be accountable for the scores	n/a
Project Manager	01. Are we a truly customer focused organization today?	In most ways, yes, everything we succeed with was made as an organic reaction to actual customer wants and needs. Our most talked-about metric organization-wide is NPS. Where we fall down may be when going outside our comfort zone to provide custom solutions, or in how our product roadmap seems to focus more on big new wins over efforts to uncover pain points. We appear to be doing something about those though.	n/a
Project Manager	01. Are we a truly customer focused organization today?	Somewhat	n/a
Project Manager	01. Are we a truly customer focused organization today?	Yes, we focus on what our customers want and feel that everyone of them deserves our best effort	n/a
Sales and Marketing	01. Are we a truly customer focused organization today?	no	n/a
Sales and Marketing	01. Are we a truly customer focused organization today?	No.	n/a
Sales and Marketing	01. Are we a truly customer focused organization today?	I think we SAY we are, but in reality we're not.	n/a
Sales and Marketing	01. Are we a truly customer focused organization today?	Not fully today, no, but we aren't completely focused inward either. We're in the middle but I believe our staff is definitely committed to the customer.	n/a
Sales and Marketing	01. Are we a truly customer focused organization today?	We are not, at least in many functions. We pay lip service to the notion and tend to ignore areas that will obviously diminish customer experience (e.g. multiple PMs, delays, outages, aging tickets, etc.).	n/a
Software Development	01. Are we a truly customer focused organization today?	Yes, we are	n/a
Software Development	01. Are we a truly customer focused organization today?	Yes	n/a
Software Development	01. Are we a truly customer focused organization today?	Not yet	n/a
Software Development	01. Are we a truly customer focused organization today?	Yes, at least we are trying our best to finish our tasks and improve our products step by step	n/a
Client Success / Tech Support	02. What would it look like to elevate our commitment to our customers?	I believe we are currently taking the right steps.	n/a
Client Success / Tech Support	02. What would it look like to elevate our commitment to our customers?	More open conversation. More discussion about goals and their wants. As opposed to only about problems and solutions.	n/a

Department	Question	Comment	Score
Client Success / Tech Support	02. What would it look like to elevate our commitment to our customers?	To be more urgent. Follow up with the customer more often, and to always ensure the customer is fully satisfied with our interactions with them.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	Training & discussion & sharing & recognizing across organization.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	Shifting from reactive to proactive communication during the project implementation. Post implementation, clients begin to proactively market and promote Vision without us requesting testimonials.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	More than anything, it would be a shift in mindset companywide. It would mean that at a minimum we consider the impact on the customer of any action/decision we take and actively seek to optimize the customer experience.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	We own a problem or task from start to finish even if it goes to someone else in the organization.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	It starts with a mindset change.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	We'd talk daily in terms of customers constantly and celebrate their successes and focus on their experience.	n/a
Executive (reports to CEO)	02. What would it look like to elevate our commitment to our customers?	- More urgency on customer related issues - Looking for ways to proactively serve and delight our customers instead of always looking for ways to monetize them	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	Exploring more products and offerings so clients feel that they are getting a better and more different than standard government website. We are very focused on "it's a customization so it costs more" and it becomes very restricting with providing a fresh, unique experience that isn't cookie cutter to the rest.	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	Do more for less. Have positive experiences and follow through professionally.	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	Be more engaged with our customers, always looking for their best interest and engaging them in the conversation instead of being an us vs. them situation.	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	Having more interaction with clients after launch. Listening to the needs of our clients and continuously making advancements within the cms.	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	More quick and meaningful interactions, I feel that we need to establish very open lines of communication with them where they are informed at all times what is going on with their websites, ultimately great relationships are a result of great communication.	n/a
Graphic Design, Training, UX	02. What would it look like to elevate our commitment to our customers?	I think we're moving in the right direction., we're developing more flexible components that will solve our customer's unique needs. I would love to see Vision move further away from the templated approach and offer more custom widgets (especially for those clients who have unique needs and do not fall under the City/County umbrella) and innovative design. Rolling out the new UX/design process will help further this commitment to our customers, as the UX/design folks will get face time with our clients earlier in the process. This will save time and give us (UX/Design) a better understanding of how to solve these organization's problems.	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	Very challenging! This is going to require to change the accustomed process or the mindset of the employees.	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	It would be great if there was an easy way to look up any client and see some history and a quick summary to get a better read of each client, that would affect the solution we choose when there is options. Production should keep in mind in particular whether the way we set up widgets is intuitive and how mistakes and errors are handled. We can also distinguish ourselves further by offering clients education on the changing Web and mobile landscape and usability and best practices, I believe it would empower clients to use the product better.	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	Listen to existing issues and continue improving the usability of the CMS. Other teams seem to have a lot of work and are mostly work focused, they spend less time communicating with each other which is needed for culture which in turn is needed for commitment to customers.	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	Our true commitment would be not to only reach out to clients proactively when things are good but when things are bad. For example, Vision being truly involved in connecting communities and city governments, should have said something in the recent Irma/Harvey disaster. I went through Vision's facebook, twitter and other social media networks to see if I could find something and was unable to find something. Keep in mind, we want to not only use professional social media platforms like LinkedIn, but also the platforms that most "citizens" are using.	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	I believe we have a good foundation but there is always room for improvement. If we were to elevate that commitment that we would place even greater consideration on how our customers use our product. I believe the dynamic widgets will help in this regard as we will be able to provide more refined customizations for clients that are customized to their needs.	n/a

Department	Question	Comment	Score
Production & QA	02. What would it look like to elevate our commitment to our customers?	I think it would start with getting every team member to have some regular client facing interactions. These could be: 1) periodically sitting in on kickoff or UX calls (just to get a better sense of what our clients want) 2) Being a tech support agent for a week or two every year, or shadowing a tech support agent. 3) having every person at the company shadow all the other functions for a little bit to better understand how the functions fit together so we can better help each other as well as our clients. 4) possibly dragging more people to the conventions and what not then just the sales/high-products teams, enabling us to put more people in direct contact with out clients (obviously limited here by people who have a good grasp of English and some customer service background)	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	Less talk of contracts, more comments of wow, you blew me away	n/a
Production & QA	02. What would it look like to elevate our commitment to our customers?	I am not sure, I look forward to seeing what the results of this initiative are.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	We need to staff appropriately. Training, QA, and Content Migration need managers in office. Products needs more bandwidth to fix the annoying crap in the CMS that bugs clients but isn't flashy so it never gets priority (facility reservations, event registration, custom content management). We need to address employee problems on an individual basis directly rather than making sweeping changes.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	It would help to have teams like the network team more available for client calls--they are extremely busy, but sometimes clients benefit from having their technical contact interface directly with ours. Also, if we could involve the more technical teams during the sales process, it would help with scope issues Project Managers face when clients expect something not specified in the contract.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	Listen more-so to what they would like before implementing, make promises off of those commitments, and surprise and delight them throughout the process beyond what they are looking for.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	total client by client basis including customizations and individual CMS adjustments, no cookie-cutter approach HIRE,ADD ANOTHER IT and QA GUY! THIS IS SO SIMPLE and WILL significantly reduce time for QA and bunch of IT related tasks.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	Making sure customers are aware we go above and beyond for them without flat out stating it.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	all teams realizing and valuing NPS Scores. Celebrating NPS wins and sharing in making things right when we have loses	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	A) Educate (and hire for) our staff to be broader experts in the government space. If we are able to be our clients' consultant on topics like Google Analytics and page performance, SEO, 3rd party app integration, content strategy, etc., we really create the impression that they're in good hands for as long as they stay with Vision. B) Charge someone (existing or new hire) with proven success/experience to own the company's customer experience, with power to oversee and edit our documentation, guides, product announcements/change notes, and training materials. Everyone has opinions about customer service, but far fewer have experience directing it. C) Staff our support and CS teams to proactive rather than reactive levels. D) Charge someone (existing or new hire) with REGULARLY talking directly with clients for networking questions, including client hosting environment, active directory, security questions, etc. E) Storytelling: every All Hands meeting, tell a real story (with conflict, climax, and resolution) of how our actions impacted our client/community's success. Easy stories for this include when we urgently support public information efforts during weather emergencies, local catastrophes (Charlottesville), and huge local events (Google Fiber in Provo, Super Bowl in Santa Clara). In my opinion Mike T. is the best at telling these.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	Unplanned work is a huge issue and oftentimes we have particular team members who are the only ones capable of fixing it, causing a bottleneck in development or network tasks.	n/a
Project Manager	02. What would it look like to elevate our commitment to our customers?	Early introduction to support. Free customizations	n/a
Sales and Marketing	02. What would it look like to elevate our commitment to our customers?	It would drastically change how many and how active our references are.	n/a
Sales and Marketing	02. What would it look like to elevate our commitment to our customers?	Be Proactive. Talk to our customers on a quarterly basis at a minimum. That doesn't mean webinars, newsletters or blogs - actually calling them and talking about the good, bad and ugly and then sharing that information with everyone and fixing any problems.	n/a
Sales and Marketing	02. What would it look like to elevate our commitment to our customers?	We would bend over backwards to communicate any update, issue, etc we may have, touch base with them multiple times during the year , keep up with our promises of multiple in-person events, provide more market leadership ideas.	n/a
Sales and Marketing	02. What would it look like to elevate our commitment to our customers?	Listen, listen and listen to our customers. Have customer surveys, meet with them onsite, have functions (products, marketing, project management) call and informally gather feedback from our customers asking 'how did the process go?' 'Do you value the information we're sending you?' 'how do these tools work for your staff'	n/a

Department	Question	Comment	Score
Sales and Marketing	02. What would it look like to elevate our commitment to our customers?	Routine, active oversight by management as opposed to passive surveys. With customers spending the money they do, a call from management could surface areas to improve/delight the customer. If we spent a fraction of the time understanding customer delay that we do reactively pushing for it, we would have better outcomes.	n/a
Software Development	02. What would it look like to elevate our commitment to our customers?	maybe some meetings or some presentations about new customers and what they like about there websites so that we can understand more about what they want	n/a
Software Development	02. What would it look like to elevate our commitment to our customers?	It is best to know what our customers need and help them to make their work easier and enjoyable.	n/a
Software Development	02. What would it look like to elevate our commitment to our customers?	information, no one know what are happened to our customers	n/a
Software Development	02. What would it look like to elevate our commitment to our customers?	I would bring satisfaction for customers and effectiveness for all Visionaries	n/a
Client Success / Tech Support	03. What would be the benefits and risks of doing so?	Better relationship with clients but possibility alienating some.	n/a
Client Success / Tech Support	03. What would be the benefits and risks of doing so?	The benefit is a good relationship with each customer which will create smoother relationships and more word of mouth recommendations for Vision. The Risk is to not live up to our declarations.	n/a
Client Success / Tech Support	03. What would be the benefits and risks of doing so?	The benefits would be a more satisfied customer who will keep returning for future business. The Risks could be over extending work we do for customers beyond what Vision could do or afford to do.	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Benefits: Higher customer retention ratio. Customer happy, we happy. Risks: Less productive.	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Longer project timelines and lower margins are a real concern if we do not manage expectations or continue to develop internal efficiency tools, if necessary. Benefits include free marketing and word of mouth promotion.	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Benefits: - Pride, increased competitiveness, improved morale Risks: - Decreased profitability, inflated customer expectations/failure to meet expectations, internal conflict (if customer focus is used as trump card to "get my way")	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Benefits: Internally, people who more closely follow these tenets will realize the benefits of that extra work and those who don't will be exposed. Externally, it'll help with references and recruiting. Risks: it could take extra time to complete tasks and resolve problems and it could cost more to go that extra mile..	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Going out of business.	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	Benefits > Risks.	n/a
Executive (reports to CEO)	03. What would be the benefits and risks of doing so?	It will take time and money - and it's always a tradeoff. But, I am very concerned about our ability to retain visionLive customers and fear if we don't take a more proactive approach to on-going customer service, we will pay a significant price with lost customers.	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	risks: Time, resources spent researching and building but not many clients taking advantage of the services. benefits: Higher quality websites that stand out from competitors. More satisfied customers.	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	all benefits	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	Customers will feel that we are sincere in looking out for them, and that we care about producing the best solutions for them. If they see sincerity, I think they will stick around, and refer us to other clients.	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	Benefits would include fewer detractors and a stronger more personalized client relationship. Risks would include the time it would take to dedicate that level of commitment to customer satisfaction.	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	I think the risk is time commitment, we need to establish a system that will allow us to dedicate time to our clients but also do our jobs, we also need to have certain parameters as to how far we are willing to go in order to satisfy our customers and what is the limit? Certainly, there are a lot of intangibles here, at the end of the day we are a business and we need to find a way to maximize our resources.	n/a
Graphic Design, Training, UX	03. What would be the benefits and risks of doing so?	More customizations equal more time, more money, and possible scope creep. Maybe we can solve this by charging more upfront.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	- Reduced Productivity - Need for Increased Resources (Manpower & Tools) = more spending	n/a
Production & QA	03. What would be the benefits and risks of doing so?	We have to spend some time to develop these things, but I don't believe they are the bottleneck for projects. It would be time well-spent and would pay dividends.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	Having less new product offerings.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	Morally speaking, I believe it will show Vision's true intention of connecting citizens and governments in a time where we couldn't be more divided. Financially speaking, a boost in marketing can help reach other areas to look into our services in collaborating with their citizens. On the flip side, some negative sources may see this as using such events as a means to market.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	The risks would be increased maintenance costs if customizations are not managed effectively. However, we have a versioning system in place so we can track and manage the dynamic widgets.	n/a

Department	Question	Comment	Score
Production & QA	03. What would be the benefits and risks of doing so?	I think we are already running into the risks of not being a customer focused company. Lower customer loyalty, lower brand name loyalty, angry customers etc. Something has to chance.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	Benefit would be that we become the company that everyone TRUSTS. Hands down, these guys take care of us. The downside, we lose a little bit of money here and there when we decide to go above and beyond. Is that bad? Not if we keep our eye on the big picture.	n/a
Production & QA	03. What would be the benefits and risks of doing so?	Benefits: better word of mouth and reputation. Risks: capacity / resource issues as we attempt to make everyone happy with urgency.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	The benefits are having faster, higher quality, and more agile projects that can keep pace with our clients at all stages. The risk is that the margin will be slimmer.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Having technical contacts available on the Vision side will expedite the process in Soft Launch/Go-live--however, we want to make sure that they are not on-call for the client and have a direct line. The PM should always be the initial POC. Involving technical teams during the sales process might slow it down, however, it would also reduce the amount of miscommunication on the project scope.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Benefit -- greater overall customer satisfaction. Risk-- On a business level, one case study that I can see as a risk in being customer-focused... Say we have a customer that is on a lax timeline / does not want to launch for another year or so, needs to set up their department, not ready to move forward with this project, etc. As a customer focused organization, we extend the implementation timeline for the project --> as a PM team, we do not meet the operational milestones --> as a business, we do not meet the predicted budget / finances for the quarter --> overall, the company goals as a business could be affected.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	no risks and a lot of benefits.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	From a PM perspective we can risk running in to an issue of taking much longer on a project in order to satisfy every single one of the client's needs	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Criticism is difficult to take, also not all clients can be satisfied, but without at least an attempt we will never be fully customer focused.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Benefits: The kind of customer loyalty where a client won't even consider another vendor. If we become the "obvious choice" for community-centric municipalities, we gain market share. Risks: Investment capital loss? Some lack of clear definition and difficulty measuring the impact of our customer-focused initiatives.	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Harder to execute on planned work if unplanned work is being prioritized	n/a
Project Manager	03. What would be the benefits and risks of doing so?	Customers remembering that we were committed to making them happy with our product/service - time	n/a
Sales and Marketing	03. What would be the benefits and risks of doing so?	more new customers and less churn.	n/a
Sales and Marketing	03. What would be the benefits and risks of doing so?	Benefits - happy customers, more growth opportunity, happy references Risks - hiring more client success,	n/a
Sales and Marketing	03. What would be the benefits and risks of doing so?	I see no risks.	n/a
Sales and Marketing	03. What would be the benefits and risks of doing so?	Benefits would be clients refer other prospects and we have organic leads, high close rates and more satisfied customers. Risks are time and effort to implement this. Also risk of everyone buying-in to be willing to hear constructive criticism (thought I think we have a number of people bought in with the idea of this right now)	n/a
Sales and Marketing	03. What would be the benefits and risks of doing so?	Can't see many risks. Benefits are improved references and perception of proactivity.	n/a
Software Development	03. What would be the benefits and risks of doing so?	- Benefits: all employees feel closer with customers and the products they are working on. - Risk: none.	n/a
Software Development	03. What would be the benefits and risks of doing so?	Benefits: customers will trust us with our work. Risk: Customer will be too dependent with us helping them out.	n/a
Software Development	03. What would be the benefits and risks of doing so?	just benefits	n/a
Software Development	03. What would be the benefits and risks of doing so?	As a developer, I don't think we have any risks.	n/a
Client Success / Tech Support	Suggest Name	Vision Scope, vScope, EleVision, Future Visions, Foresight, vForecast	n/a
Client Success / Tech Support	Suggest Name	One Shared Vision.	n/a
Client Success / Tech Support	Suggest Name	Client Connections	n/a
Executive (reports to CEO)	Suggest Name	Project 20/20 - it plays off of our corporate name and suggests the ideal vision and clarity.	n/a
Executive (reports to CEO)	Suggest Name	We're "All in" Customer Success (or WACS).	n/a
Graphic Design, Training, UX	Suggest Name	The Focal Point	n/a
Graphic Design, Training, UX	Suggest Name	Community Commitment Crew	n/a
Graphic Design, Training, UX	Suggest Name	Clientmindfulness	n/a
Graphic Design, Training, UX	Suggest Name	ummmmm, what about bifocals? :)	n/a
Graphic Design, Training, UX	Suggest Name	Uuuhhh, not sure...	n/a
Graphic Design, Training, UX	Suggest Name	I'm terrible at names!	n/a
Production & QA	Suggest Name	I suggest Vision's Golden Rule (similar to the golden rule): + "Treat customers the way you want to be treated" - "Don't treat customers the way do don't want to be treated"	n/a
Production & QA	Suggest Name	#ChallengedAccepted	n/a

Department	Question	Comment	Score
Production & QA	Suggest Name	I tried to come up with some, which were smart... but none were cool and catchy. :(n/a
Project Manager	Suggest Name	Customer magnet!	n/a
Project Manager	Suggest Name	Companies have called this "delivering WOW" or "delivering happiness" and have created positions like "Chief Amazement Officer," "Customer Hero," and "Happiness Engineer." It's easy for these ideas to sound insincere; let's not use straitjackets please. :) I like these: - Customer Heroism - Human Connection - Empathy Initiative - Customer Delight	n/a
Project Manager	Suggest Name	Our clients are awesome, and so are we!	n/a
Sales and Marketing	Suggest Name	The Golden Rule	n/a
Sales and Marketing	Suggest Name	Visionary Customer Success	n/a
Software Development	Suggest Name	Actively dedicated to customer satisfaction.	n/a
Software Development	Suggest Name	have a CUSTOMER MONITOR which list what we have done for a specific customer recently or what we are working on, or going to do...	n/a
Client Success / Tech Support	Open Question	Perhaps sharing more information and experiences about individual clients between departments.	n/a
Executive (reports to CEO)	Open Question	Giving some opportunity to engineers to work with customers, i.e. support call, ... So that even the team which don't work with customers day by day, but they understand the importance and what's customers' need.	n/a
Executive (reports to CEO)	Open Question	I don't see a ton of examples of us not being customer-focused. In fact, I think we're pretty customer-focused on the whole. Yes, there are a few glaring examples we can point to, but for every one of those, there are a multitude where that's not the case.	n/a
Executive (reports to CEO)	Open Question	This is such a VITAL discussion - and one the company has needed to have for a long time. Don't get discouraged if it takes time - fight the good fight!! :)	n/a
Graphic Design, Training, UX	Open Question	As many people as possible throughout the organization need to know the product, the process and where they fit. continue to hire the right people (upbeat, and customer focused) Keep the right people and promote their skills (why does a client like _____? because _____ does _____)	n/a
Graphic Design, Training, UX	Open Question	Clients are not always correct, but their concerns are always correct. It is our responsibility to engage the customer and find the best solutions for them. This will make them trust us more.	n/a
Graphic Design, Training, UX	Open Question	I feel that often times our customers have a different understanding from us about the scope of the project and this creates a rocky relationship from the very beginning. I know that putting every single detail in our contracts is nearly impossible; when situations like this arise, our crew is not well informed as to what kind of decisions if any the can make on the spot to save the day. It would probably be helpful to assign an internal budget (not to exceed "X" amount) for these cases (perhaps based on project's budget) train them and enable them to make those quick decisions in order to prevent early conflict.	n/a
Graphic Design, Training, UX	Open Question	I think Vision does a great job in most of the surveyed areas. One area that I've seen that we can improve is speed. As an organization, our departments are very segregated. Department A does X,Y, and Z. Department B does 1, 2, and 3. Cross functional teams can improve efficiency, speed, and professional development. For example, I think it's fantastic that more Visionaries are learning how to sync, since this frees up Network's time and expands our resources. Equipping the frontend team with more backend visibility/training will/has improved efficiency as well. I'd like to see UX and Design become a cross functioning team as well, I think this could benefit in a lot of ways mentioned above, and really streamline the process.	n/a
Production & QA	Open Question	I believe in the saying, "If you take care of your people/employees, they will take care of your customers". "Customer Satisfaction" is very subjective. One client's satisfaction can be different than another/others. We cannot think of "Customer Satisfaction" alone without thinking of company's profitability/stability. On the other hand, we also could not think of company's profitability without thinking of "Customer Satisfaction". Both come hand in hand. The company need to provide proper guidance and support to the employees as to how to make day-to-day decisions. - What if customer satisfaction equates to customer getting what they are asking for and getting it for free (or no additional costs to what they have already paid)? - What if customer satisfaction equates to that customer getting VIP treatment above the rest of other customers? In reality, every customer wants to be treated like a VIP, but how do we treat everyone as a VIP if we have limited manpower? - What if an employee (driven by the company's direction to giving client full satisfaction) keeps on giving free stuff to a client? When or where do we draw the line? In the All-Hands Meeting, we were presented with Rackspace as a great example of a company providing great or exceptional customer focused culture. Did they ever share how they are dealing with their day-to-day tasks/work? When they were still growing, how were they able to give full customer satisfaction with a very limited manpower or if majority of the employees are wearing multiple hats? Did they ever say no to a customer? Can those Vision employees who have worked with Rackspace for a short period of time share their experience working with them? Have they (Rackspace) been accommodating to (all) our (Vision) requests? Did they (Rackspace) ever say no to any of our (Vision) requests?	n/a

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Production & QA	Open Question	I think we do a good job of meeting our customers needs but we could always do better. In my own efforts I'm looking forward to providing customized dynamic widgets that are easy and intuitive to use and I always consider how my work will be received by our clients.	n/a
Production & QA	Open Question	I'm not sure I trust having Jung in charge of this initiative. There are visionaries who have been arguing for something like this to happen for years (Adriane, John K, Robert, Lyman, and others), and to put it into the hands of someone who has only recently realized this should be a focus seems risky at best.	n/a
Project Manager	Open Question	Thanks	n/a
Project Manager	Open Question	why does no one talk about the Tech support surveys? who follows up with customers who are unhappy with tech support.	n/a
Project Manager	Open Question	Talk, ideas, and culture are a beginning. Notable customer experience requires investment of both capital and time.	n/a
Sales and Marketing	Open Question	We need to share more across teams. Better communication/training internally so regardless of the issue, internally we know the right people to take the issue to and maybe have some additional insights / talking points to help address things immediately. Things like the migration to Rackspace - if we don't know much about it and the issues that are arising we can't help and we sound even worse when we can't speak to it at all.	n/a
Sales and Marketing	Open Question	Love that we're doing this and more clearly focusing on our clients. If implemented well this will only be more positive for our company overall.	n/a
Software Development	Open Question	Have a annual users conference.	n/a