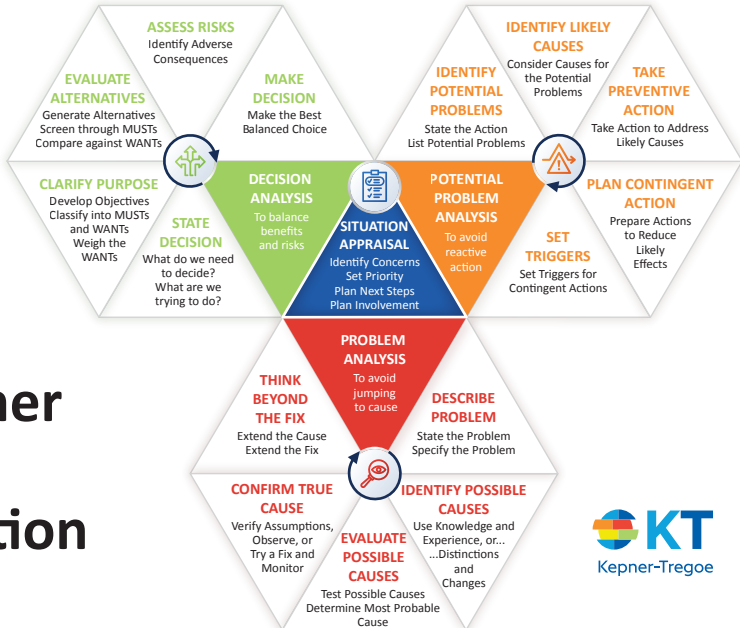


Customer Issue Resolution



Situation Appraisal



What situations represent threats, opportunities, or areas for improvement?

Which require clarification or separate actions?

What is their relative priority in terms of current impact, future impact and time frame?

For highest priority concerns...

- what process should be used?
- who should be involved for resolution?

Problem Analysis



What should be happening?

What actually is happening?

What is the complete specification of this deviation?

What are its possible causes?

Which possible cause best explains the specification?

How can true cause be confirmed?

Decision Analysis



What is the fundamental purpose of this decision?

Is Problem Analysis also needed?

What objectives should be considered?

Which are MUSTs, which are WANTs?

What alternatives should be considered?

What risks are presented by the best performing alternative(s)?

What is the best balanced choice?

Potential Problem (Opportunity) Analysis



What could go wrong (better than expected) during implementation?

What are the likely causes for the high threat potential problems (most beneficial potential opportunities)?

What actions should be planned to...

- minimize (maximize) probability of occurrence?
- minimize seriousness (maximize benefit) of likely effects?

How will the plan be modified to incorporate actions and triggers?