**ASSIGNMENT:2**

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**Question: 1**

Answer: “In sales, commerce and economics, a customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration”

Clark American, its partner and its associates are reaping the benefits of these another improvement. Since 1997, company conducted telephone service of partner organization consistently show a 96% satisfaction rate. Partner loyalty rating have increase from 41% in the first quarter 2000 to 54% in third quarter 2001. In independent service, commissioned by the company every eighteen months, Clark AMERICANS CUSTOMER satisfaction scores for all three partner segments are trending upward and talk those of its major competitors

**Question: 2**

**Answer:** A good deployment process has two main objectives:

* To identify change in the business objectives.
* And to ensure the alignment of the whole company.

Long term change in the business objectives aim for break through business and performance improvements on the order of 20% or better.To ensure alignment ensures are used to gage process towards these goals.

**Question: 3**

**Answer:** Strategic and annual planning are tightly integrated through the company’s goal deployment process. Ambitious long term (3-5 years) business goals help to guide the development of short term (1-3 years) objectives and in selection of priority projects necessary to accomplish them and dual planning approach benefits from detailed analysis of information. Inputs include:

* Periodic study of the industry.
* Market and competition analysis
* Voice of the customer data
* Annual associate opinion survey
* Partner and supplier score card
* Independent study of customer satisfaction
* Assessment of business performance
* Core competencies

**Question: 4**

**Answer:** Since 1995, Clarke American has invested substantially in new technologies using it to improve its performance and to deepen its relationship with the partners through its offerings of customer management solutions. For example, with a major IT supplier the company developed digital printing capability that’s enables it to provide more faster and customized products and services to financial institutions and its customers. New technology has led to major reduction in

* Cycle time
* Errors
* Nearly competition elimination of hazardous materials
* Less waste

**Question: 5**

**Answer:** Annual “run the business” objectives are also generated. These improvements in daily operations are deemed necessary to satisfy the evolving customer requirements and to reach the company’s “change in business goals. A set of key performance indicators are developed to monitor efforts to accomplish short term operational objectives. Goals are distilled into concrete targets for every process and at every level of the company. Progress reviews are also held at every level.