



SWOT Analysis

Objective :

- To analyze Strengths, Weaknesses, Opportunities and Threats in relation to targeted objectives for FY'22
 - To assess capabilities and growth potential to align with Espire Vision "To Become CXM Leader"
 - To identify key improvement areas keeping focus on strategy planning and organization objectives for FY'22
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SWOT Analysis questionnaire is designed to analyse following 6 focus area

1. Leadership
2. Strategic Planning
3. Workforce Focus
4. Customer Success
5. Process Maturity
6. Results

Leadership

The leadership category evaluates the commitment and involvement of senior level management in creating and sustaining a focus on FY'22.

There are 6 questions in this section and each question include options from 0% to 100% with increment of 20%. Overall Leadership score will be consolidated under following categories

- Extent of leadership team involvement in meeting Organization objective
- Overall effective communication on strategic planning, implementation and continuous improvement
- Effective leadership development
- Building trust and confidence with customers
- Accountability for strategy implementation within various levels and functions

