#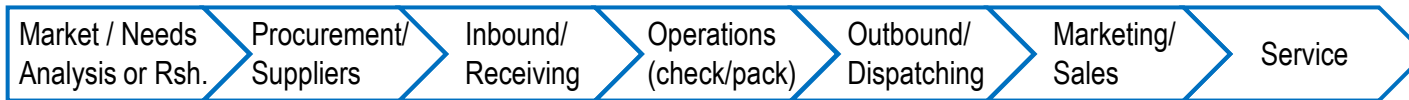 Laying out the entire internal process organizes for clarity and identification of duplicate/missing activities and leverage points.

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LEADING THOUGHT ⇌ LEADING BUSINESS

The Process:
(What is done)

Market / Needs Analysis or Rsh.	Procurement/ Suppliers	Inbound/ Receiving	Operations (check/pack)	Outbound/ Dispatching	Marketing/ Sales	Service

Customer Delight Metrics

Set of related activities

Organization:
(Who does this and Where)

Department/ Persons - - - - -	Department/ Persons - - - - -	Department/ Persons - - - - -	Department/ Persons - - - - -	Department/ Persons - - - - -	Department/ Persons - - - - -	Department/ Persons - - - - -

Customer Interactions
-
-
-
-
-

Systems:
(When and How Recorded; both, electronically & manually)

Active Customer Links
→
→
→

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