

Intelligentics

Where *intelligence* meets *tactics*

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Transcript of *Three Things Thursday* November 7, 2019

Welcome to Three Things Thursday for November 7, 2019.

One item trending, one item from the trenches, and one timeless principle.

#Trending: News broke this week regarding investigation in to last January's mining disaster in Brazil, in which a dam gave way killing 252 people. According to reports, the CEO of the company was warned of problems with the company's dams by an anonymous source. It appears, however, that he chose to seek out the identity of the whistleblower rather than investigate the problem.

Which brings to mind an experience from the...

#Trenches: ITX was asked to do a CSAT survey and SQA for a company with a leading brand position in their market. Our research showed that customer satisfaction was relatively low, and our assessment of phone calls between the company and their customers revealed a host of issues. But our intelligence provided simple, tactical opportunities to improve. Sadly, our data contradicted the company's internal Business Intelligence unit who painted a rosy picture for their bosses in the C-Suite. Our reports were buried. Eventually, heads rolled in the C-Suite.

Which brings us to this week's

#TimelessPrinciple. German philosopher Arthur Schopenhauer said that truth goes through three stages: First it's ridiculed, then it's violently opposed, and finally it's accepted as being self-evident.

Are you ready to find out the truth about what your customers expect and the service your team is delivering to customers each day? Give me a call. It's what we do here at Intelligentics, where Intelligence meets tactics.

Have a great day!