



1. Get a Quick Read on Your Organization

Q. How much is your organization like the one below?



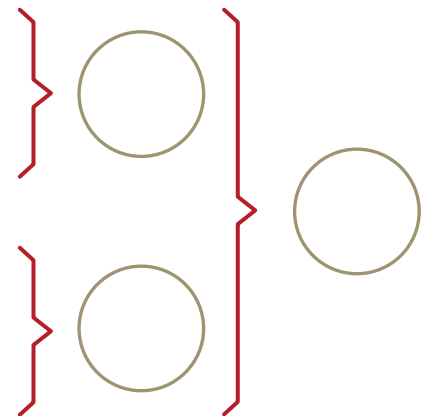
2. Find Your Opportunities for improvement

A. Rate Your Organization in Each of the Areas Below

CUSTOMER-DRIVEN ACTIVITIES	DON'T ASK	MOSTLY OK	WE ROCK
Engaging & Gathering Information	1 2 3 4 5		
Analyzing & Sharing Information	1 2 3 4 5		
Making Decisions & Taking Action	1 2 3 4 5		
MARKET-DRIVEN ACTIVITIES			
Engaging & Gathering Information	1 2 3 4 5		
Analyzing & Sharing Information	1 2 3 4 5		
Making Decisions & Taking Action	1 2 3 4 5		

B. Add Up Your Scores
Use Score in Step 3*

C. Add Up Your Scores Again
Use Score in Step 4**



3. Find Your Organization On this Matrix of Success*



4. Rate How Your Organization is Doing Overall

RATING	YOUR SCORE**	TARGET
Best in Class		≥ 24
Might Be OK		18-23
Uh Oh!		≤ 17

5. Next Steps to Help Your Organization. Looking for Areas to Improve? Take a Look at:

- Collect and analyze information (Sales, Service and Marketing Clouds)
- Engage customers using community and social tools
- Share information internally using Chatter
- Improve reports, dashboards, and analytics to generate insights for decision making and action