

Key BPR Assessment Questions

1. Has the business identified the external customer base for each of its major products and services?
2. Has the business identified the external customers' current and anticipated needs, expectations, and priorities for each major product and service? What are their relative importance in the customers' eyes? What means did the business use to identify and validate the customers' needs, values, and priorities (interviews, focus groups, surveys)?
3. Has the business identified its internal customers and third party providers and their needs and expectations insofar as they affect the key processes that provide products and services to external customers? Has the business analyzed how projected demographic changes may affect its customer base?
4. Is the business using external and internal customer requirements to make major decisions about strategic goals, budgeting, and resource allocations? Is the business focusing more attention on satisfying the requirements of its internal customers rather than its external customers?
5. Has the business identified stakeholders for each major product and service? Has the business identified and documented their needs, concerns, and priorities?
6. Has the business identified the key areas of agreement and disagreement among customer and stakeholder groups regarding mission, strategic goals, products and services, and performance? How serious are the differences? How well has the business been able to broker trade-offs in these areas of disagreement?
7. Has the business analyzed whether its products and services are aligned with customer and stakeholder needs and business goals?
8. Has the business analyzed whether its products and services are being delivered in ways that best meet these needs?

