

Clarity in action

CLARITY
Strength through analysis

Manchester Metropolitan University Business School

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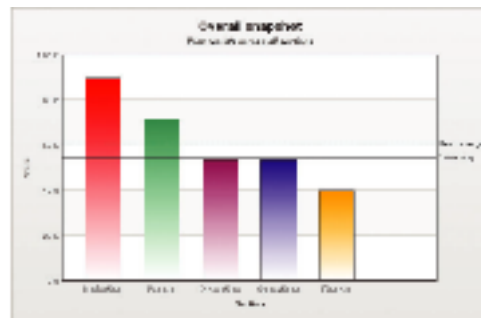
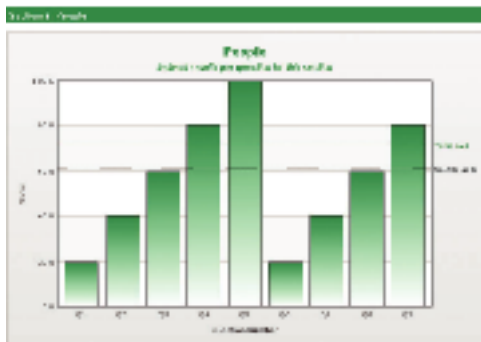
Marketing

Aim 1: Dealing with customer feedback, such as queries and complaints

Customer feedback can be received through a variety of channels, such as direct channels such as the internet, email, or telephone. However, feedback can also be indirect, such as through social media, or indirectly through the media, such as through the press or television. Customer feedback can be achieved through a variety of channels, such as through the internet, email, or telephone. Customer feedback can be achieved through a variety of channels, such as through the internet, email, or telephone. Customer feedback can be achieved through a variety of channels, such as through the internet, email, or telephone.

- We will respond to all customer queries and complaints as quickly as possible, and we will ensure that the customer is satisfied with the outcome.
- We will ensure that customer feedback is used to improve our products and services, and we will ensure that the customer is aware of the changes we have made.
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Previous Next



An on-line diagnostic management analysis tool for Small to Medium Sized Businesses, Business Support Development Agencies and Enterprise Coaches

For training, support, licence agreements and purchasing options or further information please contact:
Mike Bull at cfetools@mmu.ac.uk
or telephone 0161 247 3951

www.clarityonline.org.uk

Understanding Clarity

- At Manchester Metropolitan University's Centre for Enterprise we bring specialist expertise in creating on-line assessment tools to unlock potential in individuals and organisations. These are designed to plot and capture distance travelled towards goal fulfilment
- Clarity is an organisational development tool that is easy to use and simply draws together different parts of management life into one picture
- Clarity stimulates critical reflection by identifying where **time, energy and financial resources are spent**. Through this process, Clarity supports positive changes in organisational development
- Clarity was created by Mike Bull and the Centre for Enterprise research community to guide solutions for "whole organisation" performance optimisation without the effort and 'number crunching' required with statistically driven tools
- Clarity is built around 6 important key management skills areas:

Marketing

People

Innovation

Operations

Finance

Regulations

Discovering Clarity

- Ideal for managers, business development agencies and enterprise coaches working with small businesses
- 24/7 access to a self assessment tool based on 40 critical management scenarios to enhance competitiveness & sustainability
- Built for instant snapshot analysis and benchmarking comparisons
- 1 hour assessment offers instant visual feedback - providing the user with a graphical snapshot of their organisational investments of time, energy and financial resources, benchmarked against other SMEs
- Clarity stimulates critical reflection by asking
 - Where do you think time and effort goes in your business?
 - What activities do you spend your valuable time on?
 - How balanced is your organisation?

Benefiting from Clarity

For Small Firms

- Fast and simple to use
- Stimulates business planning and improves delivery capability
- Powerful insight into organisational capacity and critical pathways to change
- Year-on-year knowledge: saved and retrievable assessments provide an annual benchmarking framework for managers and stakeholders

For Licence Holders

- Clarity is a web based engagement tool to support business development activity, and can be used as part of a programme of delivery
- Clarity provides a structured framework for business interview interventions and aids action planning and goal setting
- Clarity can be used as an evaluation tool to identify the distance travelled by clients through a delivery programme
- Clarity has the capability to capture and export the data into an excel spreadsheet for statistical analysis, evaluation and monitoring - speak to our team for further details on how we can support you with data analysis