

The CS Executive Quality Audit

A practical framework to score and prioritize quality issues.

6 QUALITY CRITERIA TO WATCH

- 1 Response Delays**
Slower than committed SLA or customer expectation

- 2 Internal Decision Delays**
Blockers sitting inside the organization

- 3 Incorrect Issue Prioritization**
Right signals, wrong urgency assigned

- 4 Commercial Bottlenecks**
Contracting or procurement stalls impacting delivery

- 5 Technical Product Issues**
Emerging defects before customer escalation

- 6 Silent Experience Erosion**
No ticket raised - but trust is quietly declining

THE 3-DIMENSION QUALITY ISSUE SCORE

D1

Customer Impact

1 = Internal only
3 = Mid-market account
5 = Enterprise / churn risk

D2

Issue Severity

1 = Cosmetic issue
3 = Meaningful friction
5 = SLA breach / churn

D3

Time Sensitivity

1 = Regular cycle
2 = Resolve this week
3 = Immediate action

$$\text{Score} = \text{Impact} \times \text{Severity} \times \text{Time}$$

Max score: 75 • Enterprise accounts weighted higher

1-10
Monitor

11-30
Next cycle

31-50
Escalate this week

51-75
Immediate action

WORKED EXAMPLE • SEVERITY IS NOT IMPACT

ISSUE A

A P1 product bug breaks a feature used by 3 internal admin users at a mid-market customer. Engineering classified it as critical.

IMPACT

3

SEVERITY

5

TIME

1

$$3 \times 5 \times 1 = 15$$

→ Address in the next cycle

ISSUE B

Response times slowing for the executive sponsor at an enterprise customer, 60 days from renewal. No formal complaint logged.

IMPACT

5

SEVERITY

3

TIME

3

$$5 \times 3 \times 3 = 45$$

→ Escalate this week

Issue A is technically more severe. Issue B is the one that decides whether the contract renews.

HOW THIS AUDIT FLOWS

01

Watch

Surface issues against the 6 quality criteria. Catch silent erosion before it surfaces in dashboards.



02

Score

Apply Impact × Severity × Time. Force the math to mirror customer reality, not internal opinion.



03

Act

Use action thresholds to decide what to escalate, plan, or monitor. The score becomes shared language.

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WHERE TO FIND QUALITY SIGNALS

1 Ticketing System

Response times, escalation patterns, SLA trends

2 CRM

Account history, pipeline status, open risks

3 Customer Emails

Tone, sentiment, unresolved threads

4 Call Summaries

Commitments made, friction signals, open items

5 Health Scores

Usage trends, adoption rates, risk indicators

WHEN TO USE AI, WHEN TO USE JUDGMENT

80% AI handles

Pattern-based signal detection across the customer base

Aggregating ticket and CRM data into a single view

Initial scoring against the 3-Dimension framework

Routine prioritization of standard cases

20% Human judgment

Silent experience erosion - no system data exists

Executive sponsor sentiment and political dynamics

Strategic logo nuance overriding the math

Trade-offs when multiple high-score issues compete

APPLY THIS AUDIT IN YOUR NEXT QUALITY REVIEW

- Who officially owns quality in your org, and who actually owns it in practice?
- Which data sources are giving you real signal, and what remains a blind spot?
- Is your issue prioritization systematic, or still largely instinctive?
- How do you hold cross-functional teams accountable without damaging trust?
- If you built a quality detection system today, what would you build first?

THE GOVERNING PRINCIPLE

"Superior customer experience is not a CS outcome. It is a cross-functional commitment - detected early, prioritized rigorously, and resolved with human judgment at the center."

GUY GALON