



The  
**CSCYCLE**

experience growth

# Product Malfunction

- Who is the customer?
- Who are the stakeholders you will need to engage?
- What were the customer's expectations that were not met?
- Verify the timing and urgency for a temporary/permanent solution.
- Verify the business impact caused by the malfunction

## Product malfunction – Be prepared for a difficult discussion

**01**

**CUSTOMER**

Who is the customer?

- Size
- Segment/Market
- Geography
- Scope
- Sentiment/ health score

- Who you be talking with?
- The person who complaint is the one who reported the malfunction?
- Are they your supporters?

**02**

**STAKEHOLDER**

**03**

**EXPECTATIONS**

- What was the expected outcome from your product?
- What was the actual outcome?

- What is the level of urgency?
- Can the gap in expectations be resolved temporarily (workaround)?

**04**

**TIMING**

**05**

**IMPACT**

- Is there a business impact?
- Short/long term impact
- Other potential stakeholders affected?

# THANK YOU!



GUY GALON

Executive Advisor  
galon99@hotmail.com

