

# FORCE FIELD ANALYSIS

**TOPIC:** Phone enquiries in an office

Driving Forces	Score
<i>Positives for change</i>	<i>1=Weak to 5=Strong</i>
Caller easily redirected to specialist staff	4
All customer contact logged	3
Peaks and troughs monitored to improve service levels	3
Service offered 8am to 8pm	5
	<b>TOTAL: 15</b>

**Change/Idea:**  
All customer enquiries via phone.

Score	Restraining Forces
<i>1=Weak to 5=Strong</i>	<i>Obstacles for change</i>
3	Caller wants the same person to answer their problems
4	Body language cues not available in the sales process
4	Staff not willing to specialise or retrain
<b>TOTAL: 11</b>	