

SaaS/ Tech		CPG		Manufacturing	
Primary	Secondary	Primary	Secondary	Primary	Secondary
Product	Ease of Use Capabilities Reliability Return on Investment	Ordering	Ease of Ordering Product Availability Product Information Invoicing/Payments Return Process	Ordering / Purchasing	Payment Terms/Options Clarity of Invoice Product Availability Sales Person/Process Contract Negotiations
Account Management	Understanding of Business Needs Communication Skills Availability and Responsiveness Product Knowledge	Account Management	Availability Responsiveness Product Knowledge Understanding of Business Needs	Account Management	Communication Skills Availability Product Knowledge Understanding of Business Needs Project Management
Customer Support	Product Knowledge Timeliness to Resolution Friendliness Issue Awareness Service Level Agreements	Customer Support	Product Knowledge Timeliness to Resolution Friendliness Issue Awareness	Support / Technical Service	Product Knowledge Timeliness to Resolution Friendliness Issue Awareness
Professional Services/Implementation	Timeliness of Delivery Project Management Cadence Call Quality Attention to Detail Communication frequency	Delivery	Availability of timeslots Timeliness of Delivery Accuracy of Order Contents Packaging Friendliness	Delivery	Timeliness of Delivery Accuracy of Order Contents Packaging Professionalism
Self-Service	Documentation/Content Accuracy Accessibility Clarity	Partnership	Support of Business Needs Flexibility in Challenging Times Long Term Partnership Benefits Focus on Sustainability	Product	Capabilities Quality Vital to My Business Reliability