



Key Question: How are you attracting new customers while retaining existing ones? What strategies have you thought to implement to reduce churn?



Key Question: What are your most effective ways to increase your revenue? Would you consider diversifying your revenue streams?



Key Question: How are you ensuring your innovations align with market demand? What does your allocation of resources look like across your development pipeline? Is it efficient?



Key Question: Do you love your CRM? How do you leverage and optimise the digital technologies you have to drive growth? What innovations



Key Question: In the last month, what did you do to develop your customer experience to increase satisfaction and loyalty? What technologies can we leverage to enhance customer interactions?



Key Question: How can you improve your sales processes to drive growth? What sales strategies you implement to increase our market share?

