

Disjointed processes cited as top obstacle to “service as a business”

Source:
Aberdeen Group

The top 5 obstacles cited...

Disjointed processes across
mfg, sales, mktg & service

72%

Insufficient technology
infrastructure

43%

Insufficient
performance metrics

38%

Insufficient awareness of
aftermarket impact

35%

Employees'
resistance to change

32%

10% 20% 30% 40% 50% 60% 70% 80%

% of all respondents

(respondents could cite more than one obstacle)