KASENCE FLOW INSIGHTS | EPISODE 13

Consistency Gap

Human Service. Smarter Systems.

Do customers get the same answer?

Use these questions to find where inconsistent information enters the customer experience.

THE CORE FLOW

DEFINE → DOCUMENT → SHARE → VERIFY → UPDATE

THE KASENCE FLOW CHECK

PROMPT	YOUR NOTES
1 **If two employees receive the same common customer question today, where do they go to find the current answer?**	
2 **Are common exceptions, approval rules, and situations that do not fit the standard policy documented, or do employees learn them informally over time?**	
3 **When a policy, price, process, or service rule changes, how do employees know that the old answer is no longer correct?**	
4 **When an employee is unsure about an answer, is there a clear and practical way to verify it before responding to the customer?**	
5 **Can front-line employees report confusing, missing, or contradictory guidance so the official answer can be improved?**	

REMEMBER

Consistency should give employees a dependable foundation - not turn them into scripts.

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COMPARE ONE COMMON CUSTOMER QUESTION

Use a real question and trace how different answers can enter the process.

CUSTOMER QUESTION
What is the common question customers ask?

EMPLOYEE A ANSWER
What would one employee say today?

EMPLOYEE B ANSWER
What might another employee say?

CURRENT SOURCE
Where should employees find the official answer?

STANDARD ANSWER
What facts or rules should remain consistent?

COMMON EXCEPTIONS
What situations legitimately change the answer?

APPROVAL / ESCALATION
Who decides when the standard answer does not fit?

CHANGE COMMUNICATION
How are updates shared and old guidance removed?

VERIFICATION PATH
How should employees verify uncertainty before answering?

FIRST IMPROVEMENT TO MAKE
What one change would make this answer more dependable across employees?

READY FOR A SECOND SET OF EYES?
Take the Kasence Flow Check at kasence.com/contact