

What are repeated questions telling you?

Human Service. Smarter Systems.

Use these questions to identify where customers and employees are repeatedly searching for information, confidence, or visibility.

CORE FLOW



THE FIVE FLOW CHECK QUESTIONS

PROMPT	YOUR NOTES
1 What questions do customers ask your employees repeatedly - especially about timing, next steps, requirements, status, or ownership?	<div></div>
2 For each common question, where is the answer currently available, and can the customer realistically find it when they need it?	<div></div>
3 Do your website, confirmations, employees, and internal systems give customers the same answer, or are there conflicting versions of the information?	<div></div>
4 What questions do employees repeatedly ask each other because important information is difficult to find or depends on tribal knowledge?	<div></div>
5 Which recurring question could you reduce first by providing a clearer answer at a better point in the customer journey?	<div></div>
<div><div>REMEMBER</div><div>Trace the repeated question backward. Improve the moment before the customer needed to ask.</div></div>	

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TRACE ONE REPEATED QUESTION

Turn one recurring question into a process improvement. Choose one real question you hear repeatedly. Follow it back to the information gap, then decide where the answer should become visible.

REPEATED QUESTION

What do customers or employees keep asking?

WHO ASKS IT?

Customer • employee • both

WHERE DOES THE ANSWER LIVE TODAY?

Website • email • CRM • scheduling • document • person • other

WHY DO THEY STILL NEED TO ASK?

Missing • hard to find • unclear • inconsistent • badly timed • no status visibility

BEST MOMENT TO PROVIDE THE ANSWER

Where in the customer or employee journey should it appear?

BEST CHANNEL OR SYSTEM

Where should the reliable answer be delivered or displayed?

ACCOUNTABLE OWNER

Who keeps the information accurate and consistent?

FIRST IMPROVEMENT TO MAKE

What will you change first so this question becomes less necessary?