

## B- Dominant Causes Questionnaire

### Dominant Causes Identification Questionnaire

The questionnaire is intended to identify the ranking of the causes that contributes to the issue of low number of approved prospect. Low number of approved prospect refers to the issue where the company can only deal a few prospect that it received. According to the research, there are 5 root causes that contributes to the issue i.e. lack of supervision, no specific database category, no tools to monitor client's respond, no SOP, and lack of training.

#### Instruction

There are 5 given causes that contributes to the issue of low number of approved prospect. Rank these causes that has the biggest influence and contributes the most to the issue from the biggest contribution to the least contribution. As for the provision of the ranking system as follow,

1. One value of rank can only be given to one cause.
2. Rank 1 indicates the highest ranking in other words has the most contribution toward the issue.
3. Rank 5 indicates the least ranking in other words has the least contribution toward the issue.

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