



**Smart
ServiceOps**

Smart Strategies for Smarter Service Operations

SERVICE-LED GROWTH READINESS CHECKLIST

Assess your organization's maturity across people, process, and performance

SERVICE-LED GROWTH READINESS CHECKLIST

Most manufacturers already know that services drive margin and customer stickiness. But “*Service-Led Growth*” isn’t about having a service business, it’s about turning service into your primary growth engine.

This quick self-assessment helps you gauge where you stand today and what levers to prioritize next.

Rate each statement from 1 (Not Yet) to 5 (Fully True).

People- Mindset & Alignment

#	Statement	Score (1–5)
1	Leadership views service as a growth engine, not a cost center.	
2	Sales and service teams share common incentives and success metrics.	
3	Service strategy is represented in executive decision-making forums.	
4	Field teams are trained and empowered to sell outcomes, not just repairs.	
5	Customer success and service functions collaborate on renewal and expansion plays.	
	Subtotal (People)	

Process - Integration & Execution

#	Statement	Score (1-5)
1	Service feedback loops directly inform product and R&D decisions.	
2	Service offerings are reviewed and refined based on usage and customer value.	
3	Processes for quoting, dispatch, and parts are integrated and data-driven.	
4	Customer data flows seamlessly across service, sales, and marketing.	
5	Service contracts, SLAs, and entitlements are standardized across business units.	
	Subtotal (Process)	

Performance - Metrics & Outcome

#	Statement	Score (1-5)
1	KPIs focus on customer outcomes (uptime, availability) over activity volume.	
2	A defined revenue target exists for service-based offerings.	
3	Predictive or proactive maintenance capabilities are being scaled.	
4	Service profitability is tracked independently of product margins.	
5	Service-led wins (renewals, cross-sell, retention) are captured and reported.	
	Subtotal (Performance)	

Scoring and Interpretation

Your Overall Score

Category	Subtotal
People	
Process	
Performance	
Total (out of 75)	

Reading your overall score

Score Range	Maturity Level	What It Means
0–25	Reactive	Service is viewed as cost or compliance. Major growth potential untapped.
26–50	Emerging	Clear intent but fragmented execution. Silos or incentive misalignment persist.
51–65	Integrated	Service is embedded in operations. Opportunity lies in scaling and monetizing.
66–75	Strategic	Service is the growth flywheel, driving revenue, renewal, and customer retention.



Your Path to Service-Led Growth

Most organizations underestimate how much potential lies in what's already on the table - better executed.

- If your score is below 50, your biggest gains will come from **aligning people and incentives**.
- Between 50–65, focus on **outcome-based KPIs and pricing models**.
- Above 65, explore advanced levers like **customer success integration and AI-driven service revenue analytics**.

[Click here to read more on Service-led Growth Strategy for more details.](#)

Your Service-Led Growth journey begins with what your scores reveal

Use this checklist to spark the right conversations inside your organization. The insights you uncover today can become the foundation for tomorrow's service strategy.



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Stay tuned for our upcoming "Service Growth Framework" - a step-by-step guide to operationalize this checklist

For more insights, visit: www.smartserviceops.com