



Welcome!

Linking Customer and Employee Satisfaction

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About ITSM Academy



- Accredited Education
 - ✓ Certified Process Design Engineer (CPDE)[®]
 - ✓ ITIL[®] Foundation
 - ✓ ITIL Capability (OSA | PPO | RCV | SOA)
 - ✓ ITIL Lifecycle (SS | SD | ST | SO | CSI)
 - ✓ ITIL Managing Across the Lifecycle (MALC)
 - ✓ ISO/IEC 20000 Foundation & Bridge
 - ✓ MOF Foundation
- Practical, Value-Add Workshops
 - ✓ ITSM Leadership, Roles, Service Catalog
 - ✓ ITIL, MOF, ISO 20K Overviews
 - ✓ Apollo 13, Visible Ops: The Class
 - ✓ And more!
- Since 2003 - *Tens of Thousands Trained and Certified*
- ITSM Professional Diplomas
 - ✓ Change/Support/SLM
- Public Classes throughout U.S.
- Corporate On-Site Classes
- Virtual Classes
- Courseware Licensing
 - ✓ Corporate & Partner (GEM)
- Alumni Program
- PMI Global Education Provider
- Certified Woman-Owned

Welcome!

Agenda

- The current state
 - ✓ Customer satisfaction
 - ✓ Employee satisfaction
- Linking the two

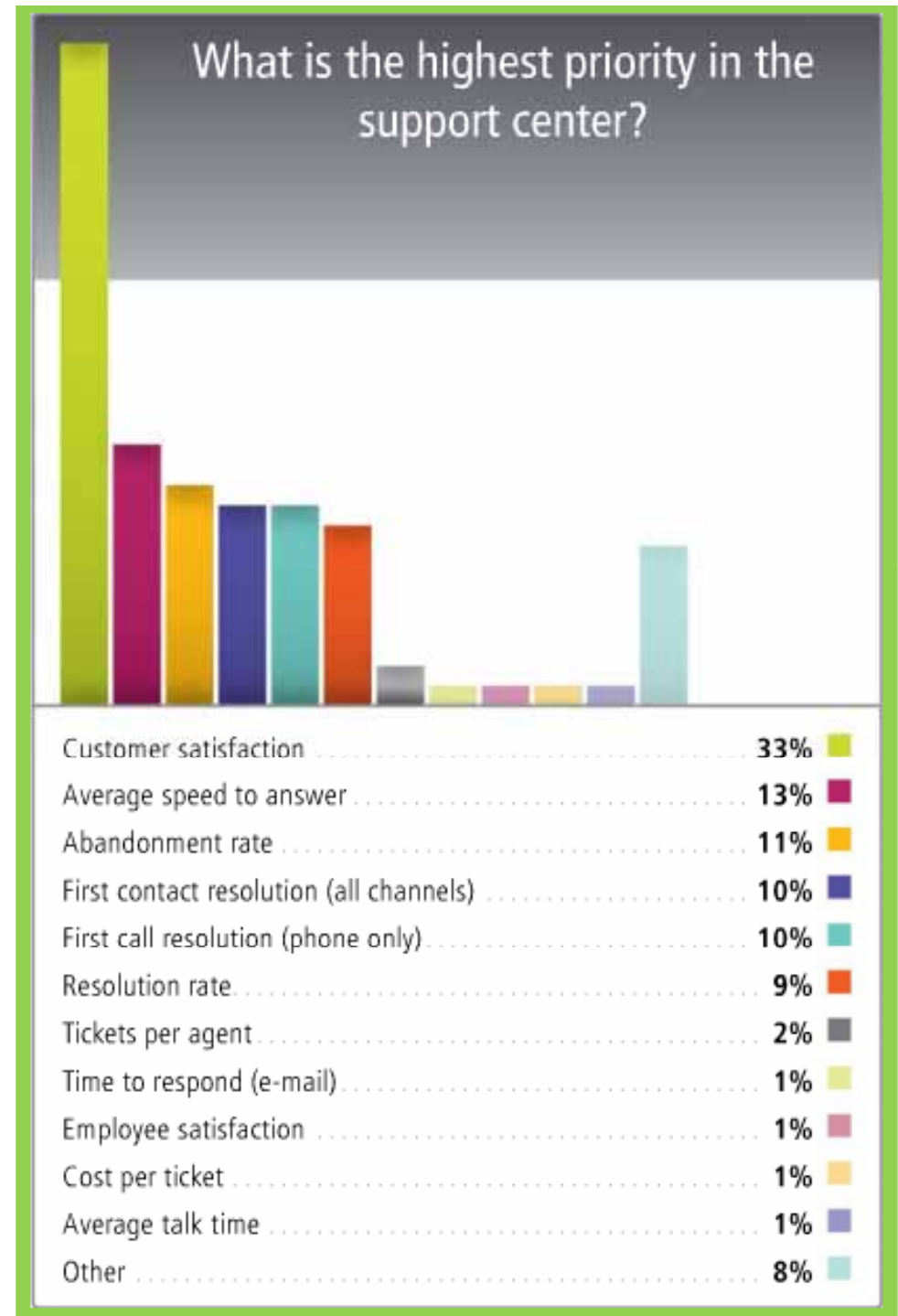


Thank you for joining us today.



Customer Satisfaction

What's your priority?



Criteria for Measuring Analyst Performance

- 91% Customer satisfaction
- 57% First-call resolution
- 44% Average handle time
- 21% Time in seat
- 18% Other



Customer Satisfaction Benchmarking Results

Overall Survey Results April 15, 2010 to July 15, 2010 <i># of companies = 158</i> <i># of centers = 348</i> <i># of surveys = 208,334</i>	Very Dissatisfied (1)	Somewhat Dissatisfied (2)	Neutral (3)	Somewhat Satisfied (4)	Very Satisfied (5)	% Satisfied (Combined 4/ 5 rating)
1. The courtesy of the analyst?	1%	1%	3%	9%	86%	95%
2. The technical skills/knowledge of the analyst?	1%	1%	4%	12%	82%	94%
3. The timeliness of the service provided?	2%	2%	4%	11%	81%	92%
4. The quality of the service provided?	2%	1%	3%	10%	84%	94%
5. The overall service experience?	2%	2%	4%	11%	82%	93%

The Frustration Factor

How would you rate the average frustration level of your customers at the "beginning" of a session?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very frustrated			7	8.7 %
Frustrated			22	27.5 %
Somewhat frustrated			32	40.0 %
Not frustrated at all			10	12.5 %
No Response(s)			9	11.2 %
Totals			80	100%

How would you rate the average frustration level of your customers at the "end" of a session?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very frustrated			0	0.0 %
Frustrated			2	2.5 %
Somewhat frustrated			27	33.7 %
Not frustrated at all			42	52.5 %
No Response(s)			9	11.2 %
Totals			80	100%



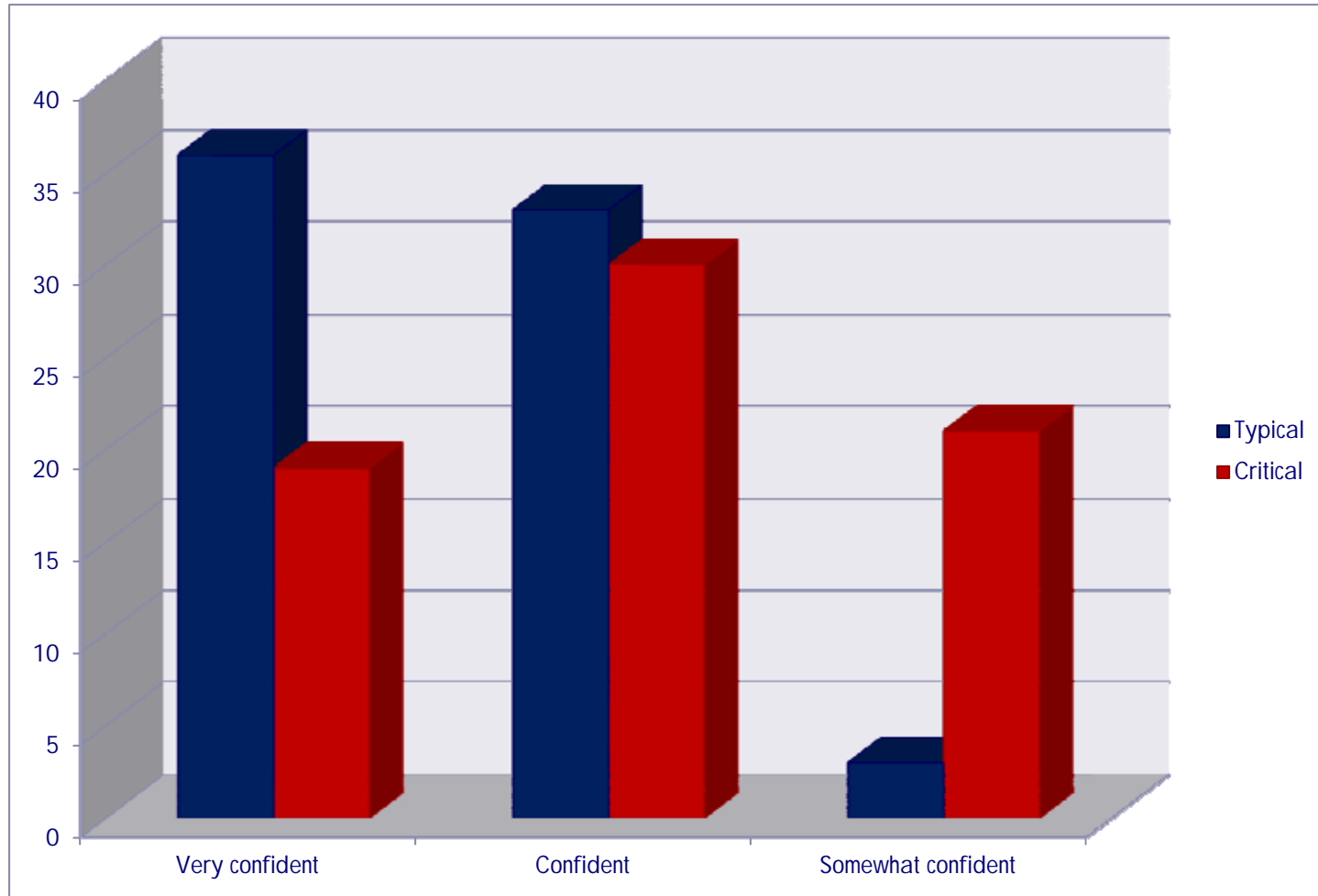
Employee Satisfaction

Support Staff Satisfaction

- 62% Satisfied
- 17% Very satisfied
- 15% Neutral
- 4% Dissatisfied
- 1% Very dissatisfied



Employee Confidence

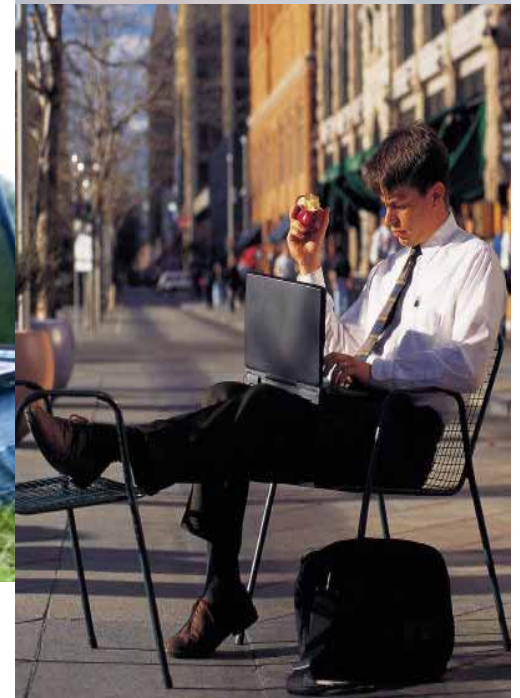




Linking Customer and Employee Satisfaction

Adopt a Customer-savvy Approach

- Meet customers where they are
- Consider generational preferences
- Be a customer



Understand and Alleviate Customers' Pet Peeves

- Language barriers
- Being kept on hold
- Call transfer
- Repeating information
- Bad employee attitude
- Service outcomes
- Service process
- Missed targets



Understand and Alleviate Analysts' Sticking Points

- 17% Issue resolution
- 15% Access of problem-solving resources
- 12% Maintaining a low average handle time
- 12% Saying 'no' to customers
- 10% Staying fresh while handling repeat issues
- 7% Other
- 5% Dealing with customer anger
- 5% Lack of technical support knowledge
- 3% Talkative customers

Examine and Overhaul Your Policies and Processes



- Contact handling
- Performance monitoring
- Incident management
- Request fulfillment
- Social media
- Complaint handling

Get ready for consumerization (bring your own device (BYOD))!

Examine 'How You Say It'

- It's not our policy
- There's nothing else I can do
- We don't support that
- You need to...
- You [did something wrong]



Adopt a 'Can Do' Attitude



- It's not our policy
 - ✓ What I can do is...
- There's nothing else I can do for you
 - ✓ What I can do is...
- We don't support that
 - ✓ *What I can do is transfer you to...*
 - ✓ *What I can do is give you the web site for...*
- You need to...
 - ✓ *Let me walk you through how to...*
- You [did something wrong]
 - ✓ *Let's check how....*

Foster and Measure Success



- Listen actively to, record and act on suggestions and complaints
- Challenge 'the way we've always done it'
- Design in service innovation and continual improvement
- Develop a balanced training program
 - ✓ Business, technical, soft, self-management skills
- Measure and link employee and customer satisfaction

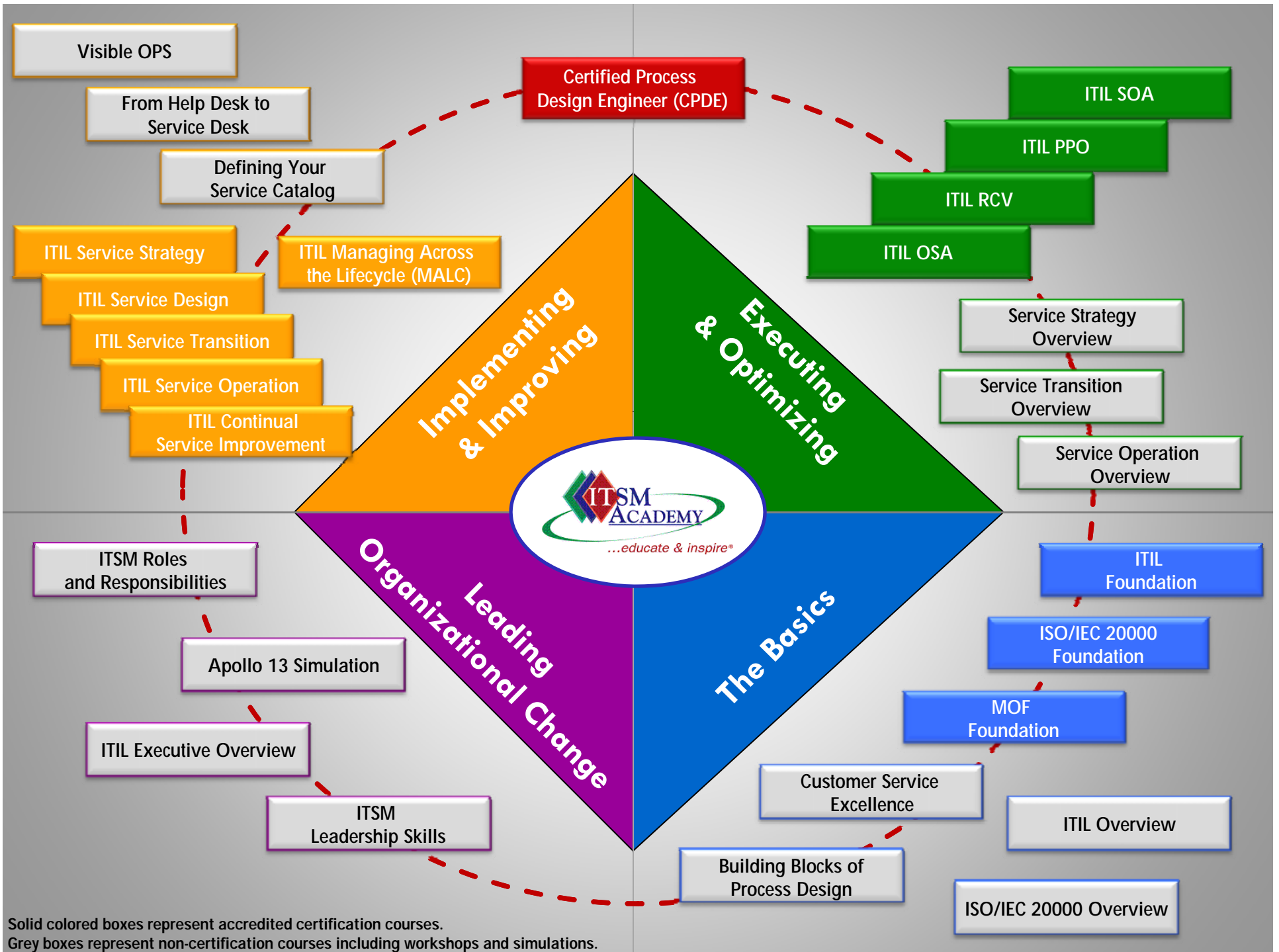
Take initiative. Be persistent. Innovate!

Questions?

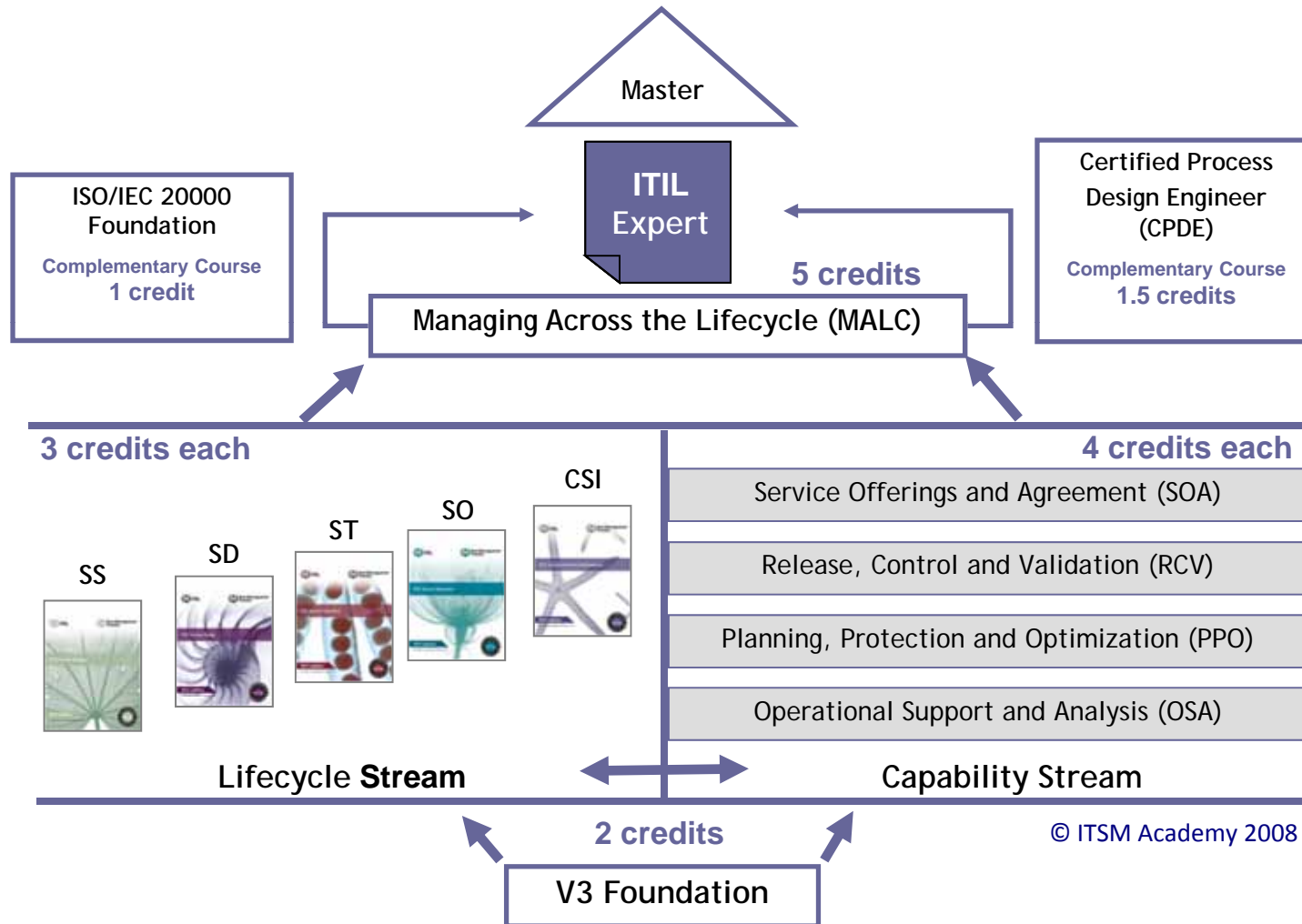




Additional Sources of Help



Want to Learn More?



IT Service Management Professional (ITSMP)[®] Diplomas

ITSM Academy is Licensed by the Commission for Independent Education, Florida Department of Education, offering occupational ITSMP[®] Diplomas.

On our website, this symbol



indicates courses which accrue clock hours toward a Diploma as:

- **Change Manager** •
- **Support Manager** •
- **Service Level Manager** •

Achieved by earning 168 or more clock hours by completing 2 Required Courses, 2 Concentration Courses, 2 Electives and 1 Final Project

