

SERVICE EVALUATION MANAGEMENT

Service Improvement

Survey Process

Process Objective: To evaluate service quality on a regular basis.

Customer Satisfaction

Process Objective:
To plan, carry out and evaluate regular customer satisfaction surveys.

The principal aim of this process is to learn about areas where customer expectations are not being met before customers are lost to alternative service providers.



Survey Management

Responding to customer's requests for support and services requires after-the-fact survey processes to determine customer satisfaction with the services performed.

While our SLA's provide metric control of the timeliness of the services to be performed, surveys interact with the customers directly and are a source for **invaluable** information.

Continual Service Improvement

Continual Service Improvement (CSI), defined in the *ITIL Continual Service Improvement* volume, aims to align and realign IT Services to changing business needs by identifying and implementing improvements to the IT services that support the Business Processes. The perspective of CSI on improvement is the business perspective of service quality, even though CSI aims to improve process effectiveness, efficiency and cost effectiveness of the IT processes through the whole lifecycle. To manage improvement, CSI should clearly define what should be controlled and measured.



CSI needs to be treated just like any other service practice. There needs to be upfront planning, training and awareness, ongoing scheduling, roles created, ownership assigned, and activities identified to be successful. CSI must be planned and scheduled as process with defined activities, inputs, outputs, roles and reporting.

List of processes:

- Service Level Management
- Service Measurement and Reporting
- Continual Service Improvement

Review and analyze:

- Service level achievement results
- Make recommendations on improvement opportunities
- Identify and implement individual activities to improve
- Improve cost effectiveness of delivering services without sacrificing customer satisfaction
 - Maintaining agreed levels of quality
- Ensure applicable quality management methods are used

Survey Checklist

Web based delivery

- Reusable survey template processes
- Customizable GUI presentation options application integrated (Incident, Problem, Change, etc.)

Presentation process delivery options:

- Randomized
- Math-based 1 in x
- Every contact – follow-up survey process

Dashboard reporting

- Satisfaction trend
- Comparison



“Performance of services to our customers all boils down to the customer’s impression of the professionalism of the delivery of those services”.



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