

# SERVICE EXCELLENCE FRAMEWORK CAPABILITIES

## ① Know your customer

Identify stakeholders in your customer community and understand their needs through pro-active engagement and consultation on new or changed services.

- Stakeholder maps
- Segmentation of different types of customers
- Engagement and consultation
- Understanding Business Continuity Plans

## ② Clarify expectations and commitments

Capture customer requirements, develop service offerings and clear project and service level definitions.

- Requirements capture process/documents
- Project definitions
- Service Level Agreements
- Demand forecasts vs capacity plans
- Transparent 'variable pricing' and billing

## ③ Listen to your customer

Capture customer feedback and measure customer satisfaction.

- Customer Satisfaction survey and analysis
- Complaints/issue raising process and analysis
- Management of service change requests

## ④ Respond to customer feedback and create great customer experiences

Consistently respond to issues raised by customers and keep them informed of progress; turning responses to feedback into great experiences.

- Action tracking against issues raised
- Targets and monitoring of progress on issues
- Feedback to customers on progress
- Focus on 'great customer experiences'

## ⑤ Continuous improvement

Identify lessons learned, implement improvement opportunities and work with suppliers to do the same.

- Management of opportunities
- Lessons learned identification and implementation
- Supplier Continuous Improvement plans

## ⑥ Benchmarking

Understand how your service offering compares with similar services on the internal and external market and learn lessons from other organisations.

- Cost benchmarking
- Service benchmarking
- Networking

The power of six...

