

Global dataVPN: The Customer Experience

Comparative Assessment of Service Providers



Rationale

The purpose of the report is to:

- Determine customer priorities
- Define independent benchmark standards of customer satisfaction
- Compare global operators against each other and against a range of satisfaction benchmarks
- Examine customer experience from bid to bill
- Identify Best in Class service providers overall, by category and by service attribute.
- Predict extent of user confidence in global service providers

Benefits

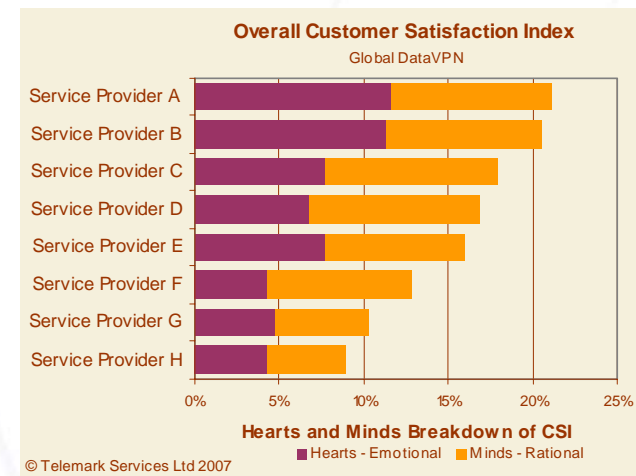
- Customer Satisfaction results of key market players at your fingertips
- Independent market assessment from a trusted source
- At a glance assessment of the service providers vis-à-vis competitors
- Promotional opportunities from triumphs in outperforming competitors
- Insight into customer requirements and expectations
- Opportunity to see changes in user perceptions over time
- Validation of internal key performance indicators
- Second dataset to compare to internal satisfaction and experience measures
- Staff education and motivation opportunities
- Set of priorities for improvement
- List of perceived strengths and weaknesses of service providers relative to competitors

Table of Contents

- Abstract
- Overall Satisfaction Index
- Satisfaction Index by Category
 - Meeting Requirements
 - Pricing
 - Network Installation
 - Network Operation
 - Customer Support
 - Billing
- Profiles of global operators
- Predicting User Confidence
- Awards & Accolades
- Methodology
- Appendix

Overall Customer Satisfaction Index:

Telemark uses a Customer Satisfaction Index (CSI) to measure perceived operator performance. The Overall CSI is based on how customers think and feel about their supplier. It is preferable for both hearts and minds to score highly and at parity.



Features

- **Global dataVPN service providers:** Global service providers are measured on the levels of satisfaction they provide, overall, by category and by service attribute.
- **Overall Satisfaction Index** a measure of customer experience of your total offering against a set of customer requirements for each service provider.
- **Satisfaction Index Categories:** Customer Support, Network Installation, Network Operation, Meeting Requirements, Pricing and Billing.
- **Customer Satisfaction Index for Service Attributes:** Network Reliability, Secure Data Transfer, Network Availability, Fault Reporting Process, No Hidden Extras in Bills, Value for money, Accurate Bills, Installation on schedule, Ability to Meet Requirements, Installation Guarantees, Notification of Network Problems, Understanding Requirements, Adequate Data Throughput, Technical Support, Installation Not Disturbing, Operational Guarantees, 24 Hour Transparent Maintenance, Understandable Tariffs, Single Point of Contact, General Helpdesk Provision, End of End Network Management, Geographical Reach End to End, Long Term Relationship, International Performance, Prior Pilot Installation, International Installations, Reaching Difficult Locations, Support in Local Language, Bills in Currency of Choice, Billing at Cost Centre, Third Party Equipment Integration and New Product and Service Information.
- **Survey respondents:** decision makers/influencers from multinational enterprises
- **Analysis:** The Moving Annual Total (MAT), a rolling mean average, is used in the majority of the scorecard analysis. The satisfaction results are weighted by customer importance.

Awards

- Gold - Outstanding performance
- Platinum – Best Global Operator
- Diamond – Best in Category



Why Telemark?

Telemark is a fast growing marketing services firm offering consultancy, publications and online analysis with proven expertise in measuring customer satisfaction, competitive analysis, benchmarking, trend analysis, channel management, new product development, demand estimates, branding, tariff analysis, and business strategy, exclusively within the telecommunications and IT sectors. An experienced team has decades of independent market research experience in the expanding market for voice, data and vision. Telemark is often the first-choice supplier for many organisations with a requirement for international market research covering emerging technologies such as VoIP, convergence and hosting applications. For more information please visit www.telemarkservices.com or email info@telemarkservices.com.