

Root Cause Analysis



ocean

Outstanding Customer Experience Analysis & News

cruise



Global dataVPN: Issue 4
Points of View

March 2008

Example anecdotes:

"In my opinion T-Systems do not put enough effort into achieving a long term relationship."

"In total we have had network breaks that cumulatively amount to several days. We experience network disruption every two to three months with AT&T."



Independent market assessments from a trusted source



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Network Operation

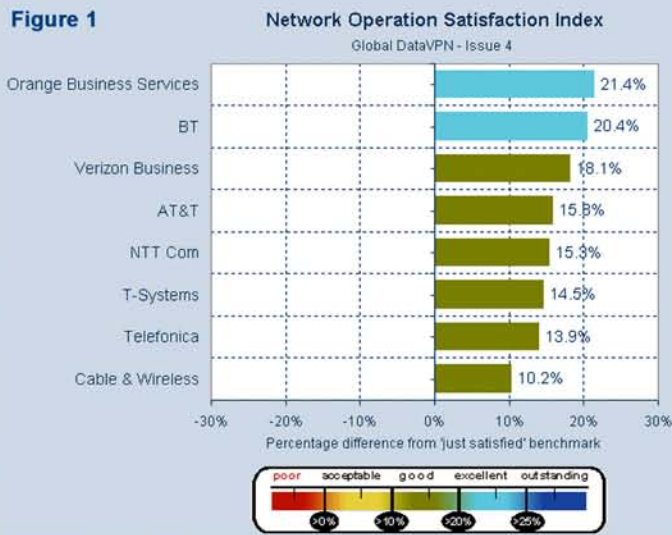
Data VPN Network Service Providers

Network Operation is the most important category for dataVPN users. Anecdotal comments, regarding all aspects of operator performance and service, from bid to bill, are documented in Telemark's latest report Global DataVPN Points of View.

All service providers are seeking differential advantage to grow and compete. Though it is difficult to achieve advantage at an operational level, because standards are already so high, there is a group of financial customers, for example, who are demanding yet more from their providers in terms of security, speed and service continuity. A strong sector approach is emerging to satisfy these types of demands. Figure 1 shows that Orange Business Services and BT are rated Excellent for Network Operation.

"Orange Business Services is delighted to be rated the best at Network Operation for its global data VPN service in Telemark's survey of multinational enterprise users," said Alexandre Gouvêa, senior vice president, Customer Services & Operations, Orange Business Services. "We never allow ourselves to lose sight of the high degree of importance our customers attach to service continuity, which we strive to maximize. Network resilience, back up links and the 24/7 network management centers are designed to minimize downtime. When faults do occur they are often diagnosed and fixed before the customer is even aware of a problem. These 'self-healing' properties of our network contribute to the seamless service that our customers expect and to the high standards of network availability."

Source: Global dataVPN
Points of View Mar/2008 Issue 4



Satisfaction Wheel

Quality, Care, Value

The satisfaction wheel, figure 2, corresponds to the six categories considered in Telemark's OCEAN (Outstanding Customer Experience Analysis & News) programme. There is a commitment from operators to understand what really matters to the customer. In Telemark's report Global dataVPN: Points of View reasons underpinning levels of satisfaction and dissatisfaction are considered.

According to Dr Kerry Tomlinson, Editor, "The satisfaction wheel summarises the most frequent anecdotal comments obtained from customers in a succinct schematic illustration. Measuring the entire customer experience, from bid to bill, is a major undertaking and the analysis provides readers with unparalleled insights into the hearts and minds of customers"

Relationships of Trust

One key finding which the study highlights is that an effective account manager (or customer services manager) is instrumental in increasing levels of customer satisfaction overall. By identifying needs and attending to requirements he/she adds an inter-personal dimension that strengthens the relationship and encourages a partnership approach for mutual success.

Source: Global dataVPN
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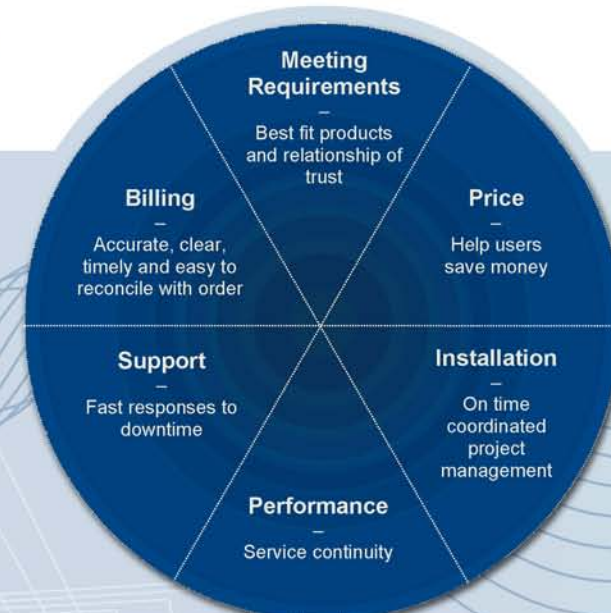


Figure 2