

# Are you World Class?



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ICT Service Supremacy  
**Crystal Ball**

January 2008

Telemark  
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WORLD



CLASS

Telemark's Crystal Ball predicts World Class by asking users about their service experience and future purchase intent



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## In Search of Best Practice

### ICT Service Supremacy

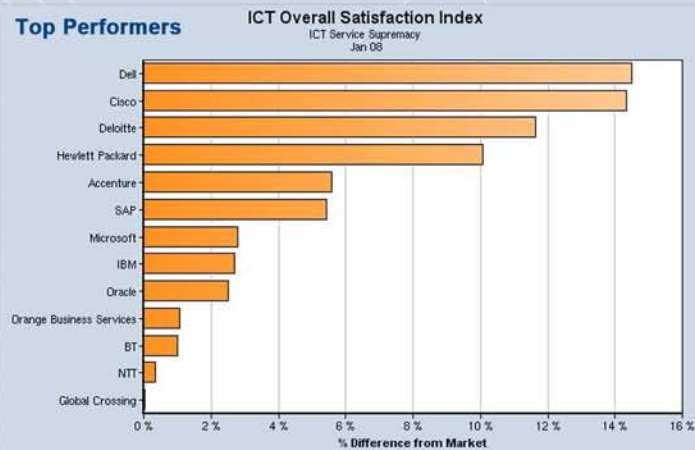
The first 2008 edition of Telemark's ICT Service Supremacy report is released this month. Dell has the highest Overall Customer Satisfaction Index (CSI) of the 24 major suppliers featured. Dell's lead however is marginal. Cisco, the number two ICT supplier, falls short of Dell's winning score by less than 1%.

The purpose of the report is to find examples of best practice in the ICT industry from an assessment of the user experience. By examining a diverse range of ICT suppliers Telemark endeavours to establish which ones provide an Outstanding Customer Experience. The report features 24 global suppliers including Network, Software and Equipment Providers as well as System Integrators.

"As an industry, the ICT sector is multifaceted with many converging and complementary interests shared by IT and Telecoms companies," explains Dr. Kerry Tomlinson, Chief Editor at Telemark Services. "To determine best practice Telemark measures user perceptions of a diverse group of companies. By taking this approach lessons can be learnt from outside the usual confines of directly competitive comparisons".

ICT Service Supremacy is a global study based on interviews with decision makers and influencers selected from 30 different countries.

Source: ICT Service Supremacy  
February 2008



## Industry Specific Summary

### Network Service Providers

Orange Business Services leads the Network Service Providers Group in Telemark's report on ICT Service Supremacy. Of the thirteen Network Service Providers featured Orange scores an Overall Customer Satisfaction Index (CSI) narrowly higher than that of BT and achieves a 'Good' rating overall.

"We are very pleased to be recognized as the leader among network service providers in Telemark's ICT Service Supremacy report," said Alexandre Gouvêa, senior vice president, Customer Services & Operations, Orange Business Services. "In this report, we are recognized for getting things done, keeping promises and being indispensable to our customers all of which are the attributes we strive for by keeping the customer at the center of everything we do. In 2008, we are renewing our focus on being outstanding in delivering our services."

Telefonica was the lowest scoring supplier overall, rated Acceptable. On the whole, Network Service Providers are behind companies such as Dell, Cisco, Deloitte and Hewlett Packard in the league tables that monitor customer service experience. Lessons can be learnt from these top performers who are rated Excellent/Outstanding for Overall Customer Satisfaction. By comparison, the top global dataVPN providers, e.g. Orange, BT, NTT are rated Good.

According to Janet Watkin, Director of Telemark Services, "To stand out from the competition differentiation is considered a prerequisite. There is considerable room to raise the performance bar beyond the current standard of collective customer experience, particularly by network service providers, most of whom fall below the ICT market benchmark level."

Source: ICT Service Supremacy February 2008

