

## Priorities for Improvement

### Global dataVPN Operators

#### Focus

Telemark's message to global dataVPN service providers is 'to do well on what matters most to customers' and 'do it better than the competition'. For this reason it ranks customer priorities in order of importance. It further measures customer satisfaction of eight global service providers on each of these importance criteria, which are referred to as service attributes. Finally, it determines areas of low relative satisfaction with high customer importance and recommends that operators focus efforts in these areas to raise their competitive position.

According to Dr. Kerry Tomlinson, report author, "a 'priority for improvement' occurs where customer satisfaction results are markedly below the competition in areas of high customer importance."

#### Improve Overall Customer Satisfaction

Service providers can view their own results in a chart that positions the 32 service attributes in four groups Focus, Compete, Manage and Monitor. Satisfaction is mapped against the customer priorities. Lists of priorities for improvement, per operator, are determined by calculating which performances are having the most detrimental impact on the Overall CSI (Customer Satisfaction Index). The CSI is made up of a 'Minds' and 'Hearts' component reflecting how customers think and feel.

#### Results per Operator

Operator priorities are ranked from the most detrimental to the least, in terms of their relative influence on the 'Minds' component of the Overall CSI. By and large, those located in the FOCUS group of the scatter chart take precedent over those located in the other groups (see figure 1). The table highlights the top 3 recommended priorities for improvement for each operator (see figure 2).

Source: Global dataVPN:

Priorities for Improvement December 2007

Operator Top Three Priorities for Improvement		
<b>AT&amp;T</b>		
No Hidden Extras	Accurate Bills	Secure Data Transfer
<b>BT</b>		
Billing at Cost Centre	Secure Data Transfer	Installation Guarantees
<b>Cable &amp; Wireless</b>		
Accurate Bills	Value for Money	Fault Reporting Process
<b>NTT Com</b>		
Installation not Disrupting	Secure Data Transfer	Ability to Meet Requirements
<b>Orange Business Services</b>		
Accurate Bills	Understanding Requirements	Single Point of Contact
<b>Telefonica</b>		
Fault Reporting Process	Notification of Network Problems	Ability to Meet Requirements
<b>T-Systems</b>		
Network Availability	Network Reliability	Adequate Data Throughput
<b>Verizon Business</b>		
Value for Money	24 Hour Transparent Maintenance	End to End Management

Figure 2: Market Priorities for Improvement

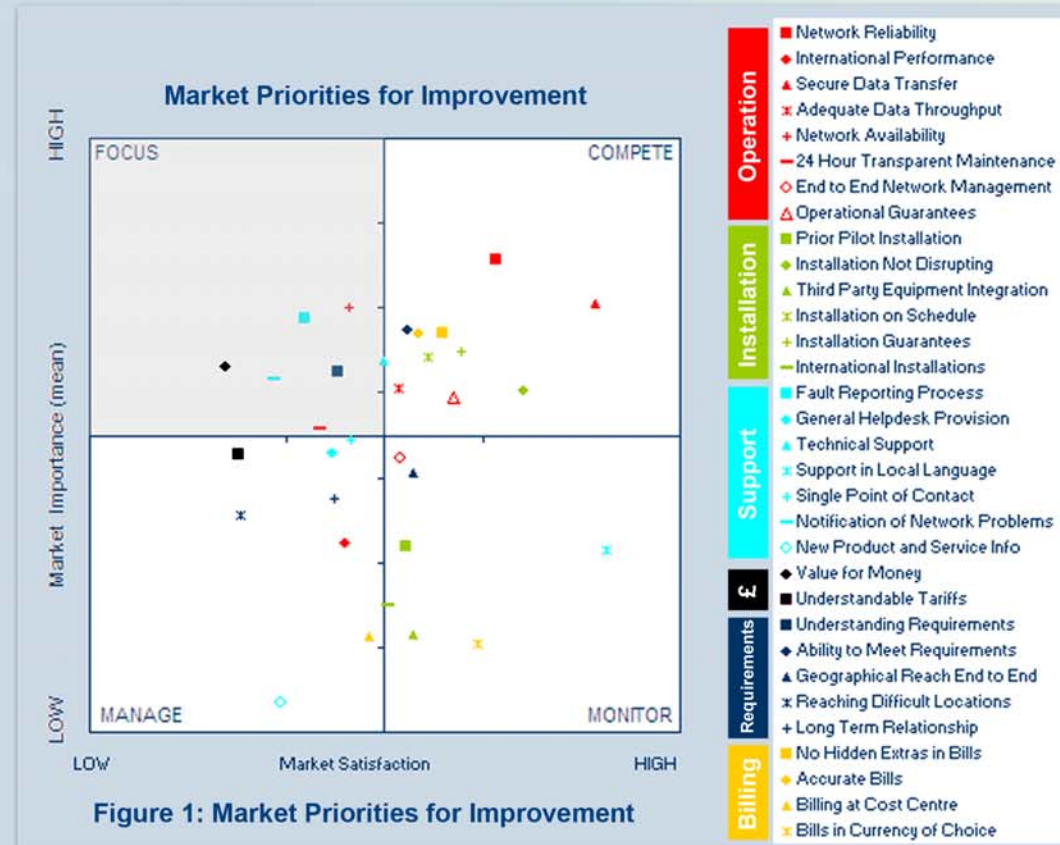


Figure 1: Market Priorities for Improvement

