

In Search of Best Practice

Service Supremacy

Cisco wins Telemark's coveted Platinum Award for ICT Best Practice. Further award winners and detailed analysis can be found in the new report *Voice of the Customer: ICT Service Supremacy*. Cisco gained the highest overall satisfaction score when comparing 24 ICT suppliers.



Voice of the Customer
Cisco
Overall Satisfaction
July 2007

Nurturing Relationships to Delight Customers

Strive for 5

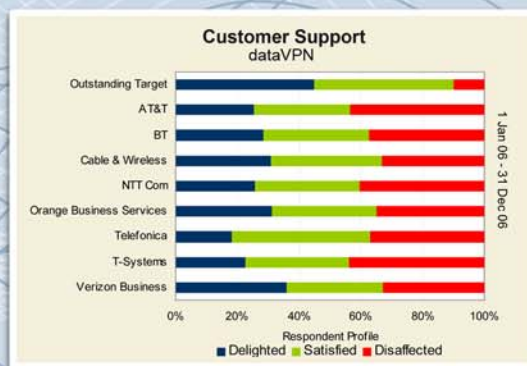
In Telemark's recently published report *dataVPN: Strive for 5*, qualitative and quantitative research is used in parallel to understand how operators can delight customers. Delighting customers through satisfaction is key to gaining customer commitment for future purchase of new and existing products.

Customer Concerns

The most frequently cited customer concerns resulting in reduced satisfaction were: pricing, response time, communication levels and network downtime.

Customer Support

Customer support, when implemented and executed to a high standard, can help address these priority customer concerns. Strengthening customer relations increases understanding which in turn increases resolve and commitment. Verizon Business has the highest percentage of delighted customers and the lowest percentage of disaffected customers compared to rivals for the Customer Support Category.



Marked Improvements In Customer Satisfaction

Global dataVPN

Telemark's latest published report *Global dataVPN: Movement Analysis* shows trends in customer satisfaction for eight dataVPN Service Providers: AT&T, BT, Cable & Wireless; Orange

Business Services; NTT Com; T-Systems; Telefonica and Verizon Business. Figure 1 shows the number of performance movements in customer satisfaction from February 05 to February 07.

Figure 1 Global dataVPN Feb 05 - Feb 07

	AT&T	BT	C&W	NTT Com	Orange Business Services	Telefonica	T-Systems	Verizon Business
▲ Marked increases in performance	5	1	12	18	4	5	18	20
▼ Marked decreases in performance	2	6	4	2	2	13	5	0

Time Trends

Results show that T-Systems and NTT Com have dramatically improved customer satisfaction overall over the last two years. By contrast, Telefonica's ratings have fallen dramatically overall (see Figure 2).

Best in Class changes overall and per category are shown in Figure 3.

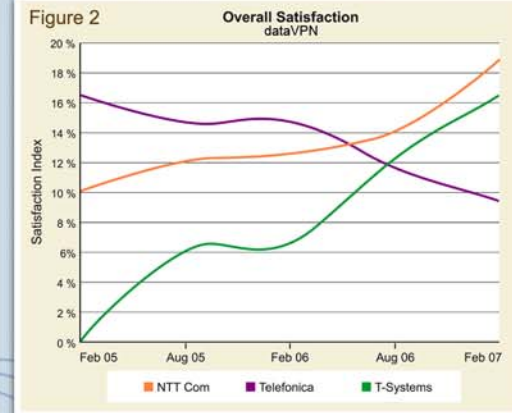


Figure 3

	Best in Class Feb 05	Best in Class Feb 07
Overall Satisfaction	Telefonica	Orange Business Services
Indispensable to Customers	BT	Orange Business Services
Top 10 Attributes	NTT Com	NTT Com
Meeting Requirements	Orange Business Services	Orange Business Services
Pricing	BT	NTT Com
Network Installation	AT&T	Orange Business Services
Network Operation	Telefonica	Orange Business Services
Customer Support	BT	Verizon Business
Billing	NTT Com	NTT Com

Categories

Additionally, the report looks at time trend analysis for customer satisfaction in categories Indispensable to Customers, Top 10 Attributes, Meeting Requirements, Pricing, Network Installation, Network Operation, Customer Support and Billing, plus 32 service attributes from bid to bill.