

Confidence



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Outstanding Customer Experience Analysis & News

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Global Data VPN: Issue 4
Executive Briefing
March 2008



Telemark's Crystal Ball predicts customer confidence by assessing user service experience rationally and emotionally



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Looking Into The Future

Network Service Providers

World Class, the distinction given to global dataVPN service providers, who demonstrate good customer service experience overall and who show a strong probability of organic growth also, is measured by Telemark in its report, Global Data VPN Crystal Ball.

After asking a sample of 749 users about their experiences and future intent the data gathered was analysed and used to predict user steadfastness and the likelihood of sustainable competitiveness.

NTT Com, Orange Business Services and BT are designated World Class.

"We are delighted to be acknowledged by Telemark, as providing a World Class customer service experience in global data VPN", said Masaaki Takenaka, Vice President of Product Management, Global Business Division, NTT Communications. "This accolade reflects the very high level of quality standards that underpins everything we do at NTT Communications. That our customers have shown their appreciation, by rating us so highly, is testament to the level of our commitment to meeting their needs."

NTT Com is rated Best Global Operator by Telemark in March 2008.

Source: Global dataVPN Crystal Ball Feb/2008 Issue 4



Forecasting Growth

ICT Service Supremacy

The global market for ICT is growing at a fast pace. Telemark predicts that CISCO has a very strong chance of growing revenues because user commitment and endorsement is high.

There are various forecasting methods used to predict growth rates and these are often underpinned by historical data. At Telemark, the approach taken is to ask a sample of users about their future purchase intent and from the data gathered to calculate an Organic Growth Index. It is based on the principle that the more successful a vendor is at winning, keeping and nurturing customers the higher the likelihood it will grow organically.

The Organic Growth Index is calculated using an equation which considers users declarations of:

- Likelihood of recommendation to peers
- Likelihood of contract renewal on due date
- Additional purchase intent in the next 12 months

According to Antonio Coronado, Director at Telemark "CISCO is respected worldwide by its clients as the results of our recent survey demonstrate. Strong growth is predicted because clients enjoy an outstanding customer experience and demand for CISCO products is high".

Telemark's recently published report ICT Service Supremacy, examines the customer service experience in detail. It profiles the following vendors: Accenture; AT&T; BT; Cable & Wireless; Cisco; Dell; Deloitte; EDS; Embratel; Global Crossing; Hewlett Packard; IBM; Microsoft; NTT; Oracle; Orange Business Services; Pacific Internet; PCCW; SAP; Sprint; Telefonica; Telmex; T-Systems and Verizon Business.

Source: ICT Service Supremacy: Win, Keep and Nurture, Issue 3 Feb/2008

