

Capturing Hearts and Minds

Confidence

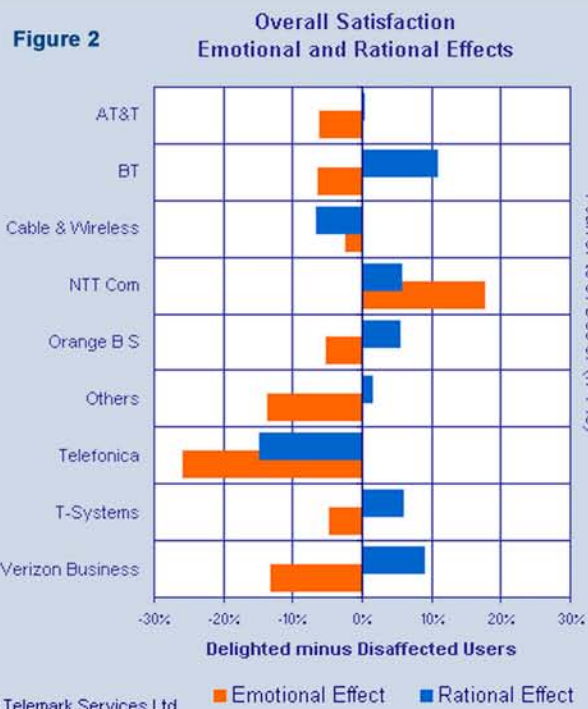
This month sees the publication of Telemark's highly regarded report *Global data VPN: The Customer Experience*. It is a very detailed analysis of user perceptions of eight global data VPN service providers. One objective of the report is to predict user confidence. This is achieved by evaluating the extent to which delighted customers exceed disaffected ones and it provides a measure of the net strength of customer regard overall towards their suppliers. This net strength of regard is measured on two variables the 'hearts' and 'minds' and only if the net effect is positive on both variables is a confidence rating awarded. NTT Com was the only global operator, predicted by Telemark, to have gained the overall confidence of its customers.

According to Janet Watkin, Director at Telemark, "confidence in a supplier matters a lot in this industry because many applications are business critical and therefore dependant on quality and consistency. Customers who experience commitment and focus, in the resolution of problems and who are aware of the efforts made by individuals to champion their cause feel reassured. People ambassadors are likely to influence the 'confidence factor' significantly."

Source: *Global dataVPN: The Customer Experience*
Apr/2008 Issue 4



A positive emotional and rational effect means confidence



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Telemark
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Focus

Data VPN Network Service Providers

Telemark's recently published report *Global dataVPN: Priorities for Improvement* analyses user feedback on 32 aspects of service from bid to bill. A method for helping global operators optimise their improvement programme, in line with customer priorities, is described in the report.

A clear message in the report, aimed at global operators, is to do well on what matters most and do it better than the competition. Those service attributes in the COMPETE quadrant illustrate perceived performances above the market average. This provides an opportunity for operators to reassure clients of their relative success in a difficult and complex market.

"We are pleased to be rated well above the market average for customer satisfaction in Fault Reporting Process, Notification of Network Problems and Ability to Meet Customer Requirements, which demonstrates our achievements in providing a positive experience in areas of high priority for customers" said Hubertus Böhmer, Vice President, International Development from T-Systems. *"It is reassuring to know that Telemark's independent study of customer opinion rates us as a staunch competitor in the international dataVPN market. We are committed to providing quality services and post purchase care to consistently high standards."*

According to Dr Kerry Tomlinson, Editor, "clients often ask what it is that they need to do to become the best global operator for data VPN services. In general terms the answer is straightforward, it is embraced in the phrase 'capture the hearts and minds of customers' and sustain their trust. In practical terms, this means knowing which factors influence customer perceptions overall and why. The scatter chart helps operators understand their positions relative to the market average and to customer priorities."

Displayed in Figure 1 are ten service attributes that require FOCUS from T-Systems. The reason for this prioritisation is that in these ten areas the perceived performance, for customer satisfaction with T-Systems, is below the market average in areas of high customer importance.

A similar matrix is available for AT&T, BT, Cable & Wireless, NTT Com, Orange Business Services, Telefonica, and Verizon Business.

Source: *Global DataVPN: Priorities for Improvement Apr/2008 Issue 4*

Figure 1 T-Systems



Raising the Bar

World Record

T-Systems made the biggest contribution to raising the data VPN World Bar standard for customer satisfaction.

The bar is raised when previous world records for customer satisfaction are broken. There are 41 'events' where world records can potentially be beaten. The biggest contributor to the total increase in the overall World Bar level was T-Systems for which it earns Telemark's World Record Award.

Source: *Global dataVPN: Raising the Bar Apr/2008 Issue 4*

