

## IP VPN Purchase Criteria

### PeerPreference.Com

In March 2009 Telemark will launch its online instant chart generator aimed at the top 10,000 companies world wide that use IP VPN, or who plan to use it, known as PeerPreference.Com

It allows potential buyers of IP VPN to select from a menu their top 10 purchase criteria and instantly generate comparative benchmark charts of IP VPN services providers. These self-generating charts are underpinned by peer evaluations, from bid to bill, of IP VPN Service Providers.

Buyers of IP VPN, seeking a benchmark assessment of user experiences at their fingertips, need only purchase a viewing token from the Telemark online shop.

PeerPreference.Com is likely to be most useful to buyers at the time of contract renewal; migration from leased line services; first time IP VPN purchase, or following an acquisition or merger with another company who use a different network service provider and where consolidation is required. At the launch of PeerPreference.Com comparative strength and weakness profiles for the following 19 service providers will be available, at the click of a button.

AT&T, BT, Cable & Wireless, Colt, Embratel, Global Crossing, KDDI, NTT Com, Orange Business Services, Pacific Internet, PCCW, Portugal Telecom, Singtel, Swisscom, Telecom Italia, Telefonica, Telmex, T-Systems and Verizon Business.

To pre-register your interest and/or book a free demo please e-mail Rogeria Castro on [rogeria.castro@telemarkservices.com](mailto:rogeria.castro@telemarkservices.com) or telephone + 44 1204396542



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## Priorities for Improvement

### What takes priority?

Often there are a large number of areas that require attention, however not all improvements will have the same impact on overall customers perceptions. Committed customers emerge when suppliers are able to capture their Hearts and Minds.

Therefore, a service provider must focus on doing well at what matters most to customers, as well as building relationships of trust at every contact interface. Figure 1 shows the top priority for improvement for the main global dataVPN providers. Telemark's report Priorities for Improvement looks at how global dataVPN service providers can prioritise their improvements to influence the Hearts and

Top Priority for Improvement	
AT&T	Accurate Bills
BT	Fault Reporting Process
Cable & Wireless	Value for Money
NTT Com	Value for Money
Orange Bus Services	Installation on Schedule
Telefonica	Fault Reporting Process
T-Systems	Accurate Bills
Verizon Business	Network Reliability

Figure 1

Minds of users and increase the Overall Satisfaction rating known as the Overall CSI. A priority for improvement is defined as a high importance attribute receiving a relatively low customer satisfaction rating. Telemark prepared a scatter chart that maps customer importance against satisfaction and each global operator is able to view its own Priority Map (see figure 2).

Source: Priorities for Improvement: 5 November 2008

### Telefonica Profile

Telefonica's Overall CSI is 7.3% representing an Acceptable rating. This falls short of Telemark's Gold benchmark which signifies an Outstanding Service Experience (>25%). In order to bridge this gap effectively, improvements should be prioritised.

Telefonica has 13 service attributes which fall into the top left quadrant of the scatter chart. This quadrant consists of the high importance/low satisfaction performances. These are the 'basic' attributes which customers deem as essential but for which satisfaction is below the market average. Those service attributes shown in the scatter chart have been ranked in priority order according to their proximity to the top left hand corner of the matrix – the worst possible point.

Improvements made to attributes in the top left quadrant are likely to have the most dramatic effect upon the Minds component of the Overall CSI. The Top Priority for Improvement for Telefonica is: Fault Reporting Process.

By contrast Telefonica has only 3 service attributes which fall into the top right quadrant of the matrix. The top right quadrant consists of the high importance/high satisfaction performances. These are the 'basic' attributes which customers deem as essential but where satisfaction is above the market average.

Communications made about successes in the top right quadrant are likely to have a positive effect upon the Hearts component of the Overall CSI. The key Success to Communicate for Telefonica is: Accurate Bills.

## Priorities for Improvement

However, it only scores a Good rating for Accurate Bills. It is preferable to promote Outstanding results that are markedly ahead of competitors. Telefonica has no such strong ratings in any of the service attributes measured.

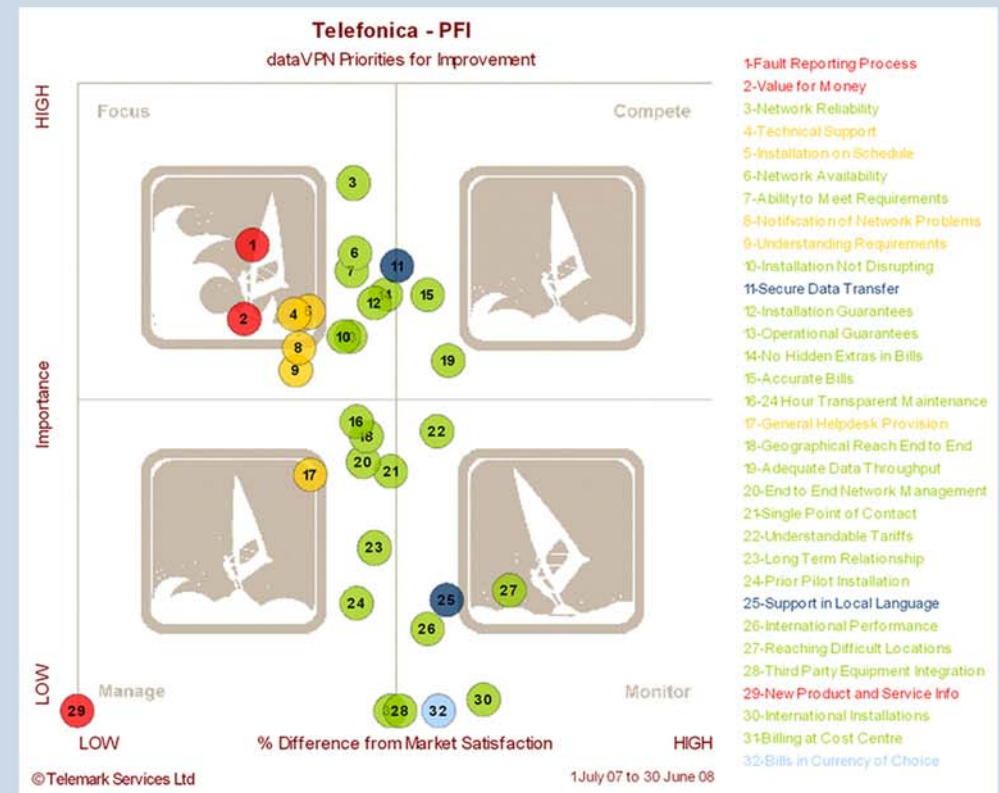
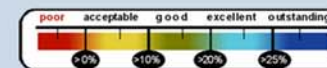


Figure 2



Source: Priorities for Improvement: 5 November 2008

### Summary

The message to service providers is "do well on what matters most to customers and do it better than competitors".