

**Western Europe  
Satisfaction with  
Vendor Service**

---

**Ken Carter  
Senior Consultant  
Customer Service Programme  
INPUT Europe**



## Theme

- User Satisfaction 1988
- Trends 1987-1988
- Quality Issues
- Pricing Trends

INPUT

NOTES:

CSPA-KC-2



## INPUT User Sample, 1988

- 1,593 interviews
- 10 European countries
- Users of 14 vendors' systems

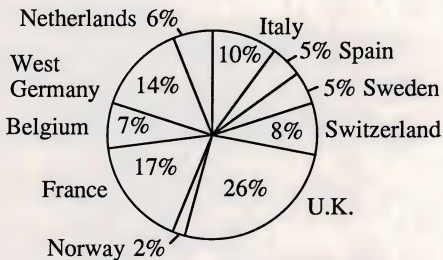
INPUT

NOTES:

CSPA-KC-3



## Sample Distribution by Country



Sample Size: 1,593

INPUT

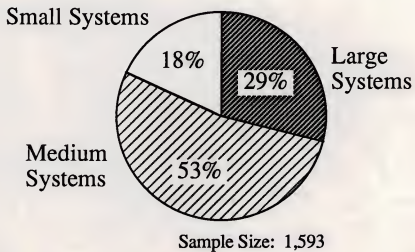
NOTES:

CSPA-KC-4





## Sample Distribution by Systems Size



INPUT

NOTES:

CSPA-KC-5



# Satisfaction Index

Importance '—' Satisfaction

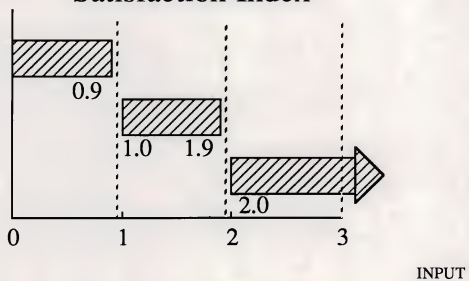
INPUT

NOTES:

CSPA-KC-6



### Satisfaction Index



NOTES:

CSPA-KC-7



## INPUT 1988 User Survey Main Characteristics

- System size is not a factor
- Decline in satisfaction
- User expectation margin

INPUT

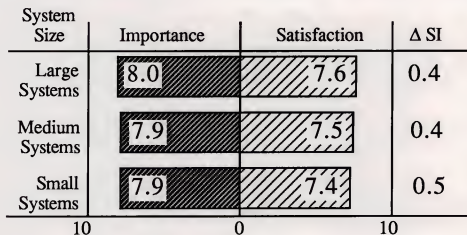
NOTES:

CSPA-KC-8





## Western Europe Overall Hardware Service Performance



Sample: 1,593

INPUT

NOTES:

CSPA-KC-9

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is essential for ensuring transparency and accountability in the organization's operations.

2. The second part outlines the various methods and tools used to collect and analyze data. This includes the use of surveys, interviews, and focus groups to gather qualitative information, as well as the application of statistical software for quantitative analysis.

3. The third part describes the process of identifying and measuring key performance indicators (KPIs). It highlights the need to select metrics that are relevant to the organization's strategic goals and to establish a clear baseline for comparison.

4. The fourth part details the implementation of a data management system. This involves the selection of a suitable software platform, the design of a secure database structure, and the establishment of protocols for data entry and access.

5. The fifth part discusses the importance of data security and privacy. It outlines the necessary measures to protect sensitive information from unauthorized access, including the use of encryption, firewalls, and strict access controls.

6. The sixth part addresses the challenges of data integration and interoperability. It explores the various formats and standards used by different systems and the techniques for ensuring that data can be shared and analyzed consistently across the organization.

7. The seventh part focuses on the role of data in decision-making. It explains how data-driven insights can be used to identify trends, anticipate risks, and optimize resource allocation, leading to more informed and effective strategic decisions.

8. The eighth part discusses the importance of data literacy and training. It emphasizes the need for all employees to have a basic understanding of data analysis and to be able to interpret and communicate data effectively.

9. The ninth part describes the process of data archiving and backup. It outlines the requirements for long-term storage of data and the implementation of a robust backup strategy to ensure data recovery in the event of a disaster.

10. The tenth part concludes by summarizing the key findings and recommendations. It reiterates the importance of a data-driven approach and provides a clear roadmap for the organization's data management strategy.

## Hardware Service Satisfaction

0 Satisfaction Index  $\Delta$  SI 0.5

Most Satisfied

- Consultancy/planning
- Training
- Telephone support
- Service administration
- Remote diagnostics
- Out-of-hours

INPUT

NOTES:

CSPA-KC-10



## Hardware Service Satisfaction

0.5 Satisfaction Index  $\Delta$  SI 1.0

### Least Satisfied

- Engineer skills
- Problem escalation
- Back-up support
- Call handling
- Documentation

INPUT

NOTES:

CSPA-KC-11



## Hardware Service Satisfaction

1.0 Satisfaction Index  $\Delta$  SI 1.5

Concern

- Spares availability

INPUT

NOTES:

CSPA-KC-12





## Western Europe Overall Software Support Performance

System Size	Importance	Satisfaction	$\Delta$ SI
Large Systems	7.9	7.3	0.6
Medium Systems	7.8	7.3	0.5
Small Systems	7.8	7.3	0.5

Sample: 1,593

INPUT

NOTES:

CSPA-KC-13



## Software Support Satisfaction

0 Satisfaction Index  $\Delta$  SI 0.5

Most Satisfied

- Hotline
- Capacity tuning
- On-site support
- Consultancy/planning
- Remote diagnostics
- Problem database

INPUT

NOTES:

CSPA-KC-14



## Software Support Satisfaction

0.5 Satisfaction Index  $\Delta$  SI 1.0

### Least Satisfied

- Telephone fix speed
- Telephone access
- Software updates
- Software installation
- Training

INPUT

NOTES:

CSPA-KC-15



# Software Support Satisfaction

1.0 Satisfaction Index  $\Delta$  SI 1.5

Concern

- Engineer skills
- Documentation

INPUT

NOTES:

CSPA-KC-16





## Major Challenges and Issues

- Hardware
  - Engineer skill
  - Spares availability
- Software
  - Engineer skill
  - Documentation

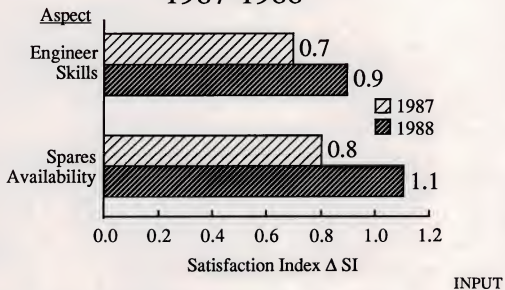
INPUT

NOTES:

CSPA-KC-17



## Hardware Service Trends 1987-1988

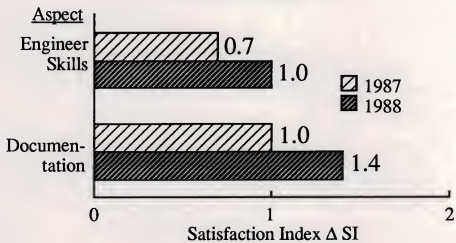


NOTES:

CSPA-KC-18



## Software Support Trends 1987-1988



INPUT

NOTES:

CSPA-KC-19



## Major Challenges and Issues

- Decline in user satisfaction
  - Software support
  - System failure rates
  - Systems availability
  - Response times

INPUT

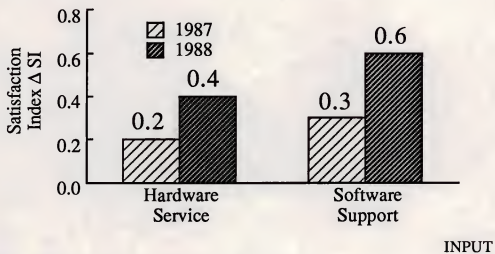
NOTES:

CSPA-KC-20





## Western Europe Overall Satisfaction Trends, 1987-1988

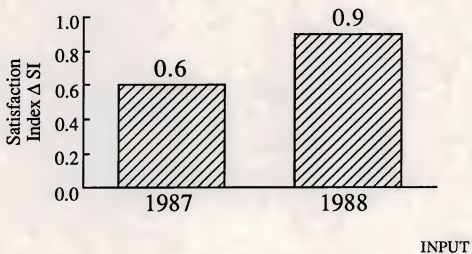


NOTES:

CSPA-KC-21



## Satisfaction with Systems Availability Trends, 1987-1988

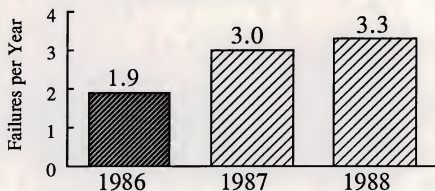


NOTES:

CSPA-KC-22



## System Failure Rate Trends 1986-1988



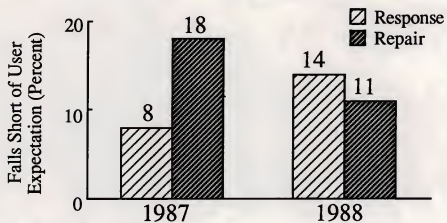
INPUT

NOTES:

CSPA-KC-23



## Hardware Service Response/Repair Time Trends, 1987-1988



INPUT

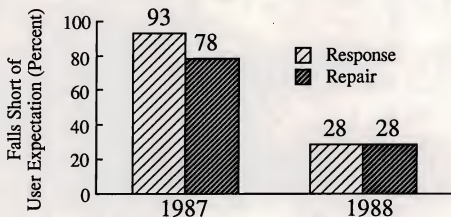
NOTES:

CSPA-KC-24





## Software Support Response/Fix Time Trends, 1987-1988



INPUT

NOTES:

CSPA-KC-25



## Country Comparisons

- 10 countries
- Users of 14 vendors' systems

INPUT

NOTES:

CSPA-KC-26



## Country Comparisons, 1988 Major Challenges and Issues

### Hardware

- User concern in Spain
- Some decline in user satisfaction

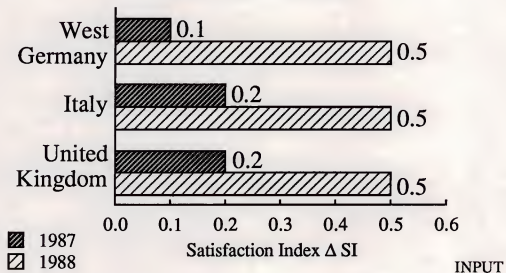
INPUT

NOTES:

CSPA-KC-27



## Hardware Service Major Trends, 1987-1988



NOTES:

CSPA-KC-28





## Hardware—User Concern

- |                |  |
|----------------|--|
| West Germany   | <ul style="list-style-type: none"><li>• Spares availability</li><li>• Documentation</li></ul>      |
| Italy          | <ul style="list-style-type: none"><li>• None</li></ul>   |
| United Kingdom | <ul style="list-style-type: none"><li>• Spares availability</li><li>• Problem escalation</li></ul> |

INPUT

NOTES:

CSPA-KC-29



## Country Comparisons, 1988 Major Challenges and Issues

### Software

- User concern in: France  
Sweden  
Spain
- Some decline in user satisfaction

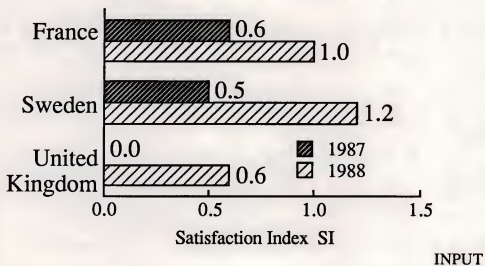
INPUT

NOTES:

CSPA-KC-30



## Software Support Major Trends, 1987-1988



NOTES:

CSPA-KC-31



## Software—User Concern

France and  
Sweden

- Engineer skill
- Documentation
- Software training
- Telephone support
- Software updates
- Capacity tuning

United Kingdom

- Documentation

INPUT

NOTES:

CSPA-KC-32





## Improving User Satisfaction INPUT's Recommendations

- Respond
- Communicate
- Deliver

Quality Is Key

INPUT

NOTES:

CSPA-KC-33



## Quality Is Key

- Users rate quality as more important than price
- 70% of users consider service has a good price/performance ratio
- 20% of users are "price sensitive"
- But, users are dissatisfied with service price?

INPUT

NOTES:

CSPA-KC-34



## Quality Is Key

- User perceived quality can be quantified
  - Satisfaction levels
  - System availability
  - System failure rates
  - User response/repair expectation
- Vendor quality image

INPUT

NOTES:

CSPA-KC-35



## Vendor-Quality Image

- "Reflex" response
- Performance
- Thresholds
- Profile difference

INPUT

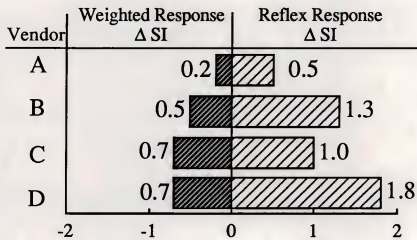
NOTES:

CSPA-KC-36





## "Reflex" Response



INPUT

NOTES:

CSPA-KC-37



## Poor-Quality Image

Failure in more than two criteria:

- Concern with more than two aspects of service
- Concern with systems availability
- Three or more system failures per year

INPUT

NOTES:

CSPA-KC-38a



## Poor-Quality Image

Failure in more than two criteria:

- Response time falls short of user expectation
- Repair/fix time falls short of user expectation

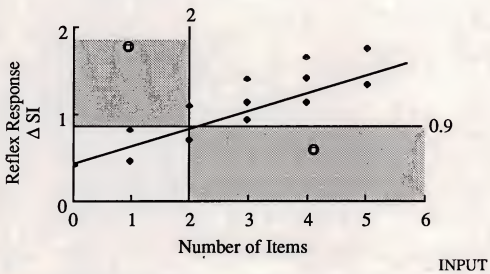
INPUT

NOTES:

CSPA-KC-38b



## Quality-Image Profile



NOTES:

CSPA-KC-39





## Hardware Service

- User concerns
  - Engineer skills
  - Spares availability
- Vendor issues
  - Restore time
  - Quality/price
  - Flexibility
  - Operational impact

INPUT

NOTES:

CSPA-KC-40



## Software Support

- User concerns
  - Engineer skills
  - Documentation
- Vendor issues
  - Software quality
  - Skill levels
  - User satisfaction

INPUT

NOTES:

CSPA-KC-41



## Quality/Price Conflict

### Users

- Quality more important than price
- 70% consider that service has good price/performance

INPUT

NOTES:

CSPA-KC-42a



## Quality/Price Conflict

### Vendors

- 40% consider that price restricts service quality
- 15% concerned that pricing pressure may impact quality

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NOTES:

CSPA-KC-42b





## Pricing Issues

- Stagnation, hardware service market
- Price increases
- Selective pricing/profitability

INPUT

NOTES:

CSPA-KC-43



## Price Stimulation

Historical vendor-pricing activities



Influence



Future users' price expectations

INPUT

NOTES:

CSPA-KC-44



## Confidence in Computer Vendors

- 65%+ of users show preference for one-vendor services
- 85% to 89% prefer the "one-vendor" to be main hardware supplier

INPUT

NOTES:

CSPA-KC-45



## Challenges

- Reversal of selective pricing trends
- Dominance of hardware service as a revenue stream
- Vendor-quality image

INPUT

NOTES:

CSPA-KC-46





## Opportunities

- Hardware service
- Large systems
- Quality service

INPUT

NOTES:

CSPA-KC-47



## Pricing Opportunities

Future Price Increase Expectation	Percent		
	Large Systems	Medium Systems	Small Systems
Hardware Service	4.4	3.5	3.1
Software Support	5.0	3.7	3.4

Notes (1) User expectation  
(2) Corrected for selective pricing

Sample Size: 1,345

INPUT

NOTES:

CSPA-KC-48



## Quality Is Key

- Quality is more important than price
- Quality is a key competitive strategy

INPUT

NOTES:

CSPA-KC-49



Ken Carter  
Senior Consultant  
INPUT

Ken Carter provides consultancy services for the Customer Service Program, Europe, and specializes in the analysis of customer services data and forecasting of trends within the industry. Mr. Carter has over 20 years experience in the computer industry, including ten years of management responsibility for vendor/customer interface.





**QUALITY CONTROL  
PROOFREADING SIGNOFF**

DESCRIPTION presentation for CSP Conf.  
 PROJECT CODE CSPF - KC  
 AUTHOR Ken Carter

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
<u>3/29/97</u>	<u>Ken</u>	<u>mc</u>	<u>3/29</u>
<u>3/30</u>	<u>to author</u>		
<u>3/31</u>	<u>Eng</u>	<u>KE</u>	<u>3/31</u>
<b>FINAL Q.C.</b>			

**READY FOR PRINTER**

# INPUT

# PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: 3/27/89 DATE DUE: 4/7 PROJECT CODE: CSPE - UK  
AUTHORIZED BY: \_\_\_\_\_  NEW  REPEAT  REPEAT W/CHANGE C SPA

## WORK SPECIFICATIONS

DATE OF PRESENTATION: 4/15/ 4/20  
Additional Information \_\_\_\_\_

- 35mm Slides \_\_\_\_\_
- Foils \_\_\_\_\_
- Exhibits \_\_\_\_\_
- Questionnaire \_\_\_\_\_
- Letter \_\_\_\_\_
- Business Card \_\_\_\_\_
- Note Paper \_\_\_\_\_
- Newsletter \_\_\_\_\_
- News Release \_\_\_\_\_
- Form \_\_\_\_\_
- Brochure \_\_\_\_\_
- Cover Design \_\_\_\_\_
- Other \_\_\_\_\_

Number of pages submitted \_\_\_\_\_ Text  
\_\_\_\_\_ Graphics

## PRINTING SPECIFICATIONS

- Quantity/Slides/Foils 50 \_\_\_\_\_
- Quantity/Hard Copy \_\_\_\_\_
- Paper Size \_\_\_\_\_ X \_\_\_\_\_
- Finished Size \_\_\_\_\_ X \_\_\_\_\_
- Number of Pages \_\_\_\_\_
- Outside Printer \_\_\_\_\_
- Photocopy \_\_\_\_\_
- Single side \_\_\_\_\_
- Double side \_\_\_\_\_
- Three hole punch \_\_\_\_\_
- Velobind punch \_\_\_\_\_
- Trim to \_\_\_\_\_ X \_\_\_\_\_
- Binding \_\_\_\_\_
- Cover \_\_\_\_\_
- Paper Color \_\_\_\_\_
- Ink Color \_\_\_\_\_
- Copyright Paper \_\_\_\_\_
- Fold  1/2 fold  1/3 fold \_\_\_\_\_
- Pad \_\_\_\_\_
- Saddle Stitch \_\_\_\_\_
- Box \_\_\_\_\_
- Shrink Wrap \_\_\_\_\_
- Staple  Corner  2 on side \_\_\_\_\_

## SPECIAL INSTRUCTIONS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## MAILING SPECIFICATIONS

Envelope:  No. 10  9 x 12  10 x 13  Reply Envelope Quantity \_\_\_\_\_  
 First Class  Bulk  Address Labels (Zip Code Order)

### Enclosures:

- Letter \_\_\_\_\_
- Questionnaire \_\_\_\_\_
- Newsletter \_\_\_\_\_
- News Release \_\_\_\_\_
- Form \_\_\_\_\_
- Brochure \_\_\_\_\_
- Business Reply Envelope \_\_\_\_\_
- Other \_\_\_\_\_

### Distribution:

- Initial Mailing \_\_\_\_\_
- Shelf Stock \_\_\_\_\_
- NJ \_\_\_\_\_
- DC \_\_\_\_\_
- London \_\_\_\_\_
- Paris \_\_\_\_\_
- Japan \_\_\_\_\_

TOTAL \_\_\_\_\_

MAIL \_\_\_\_\_ COPIES DIRECTLY TO:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# INPUT, LTD.

41 Dover Street, London W1X 3RB 01-493-9335  
Telex 27113 Fax 01-629-0179

KEN CARTER  
Consultant

SHEILA.

MY PRESENTATION  
FOR CSP CONFERENCE  
APRIL 19/20.

HOPE YOU DON'T HAVE  
TO SPLIT ANY SLIDES,  
SHOULD BE OK.

Thanks

ke

P.S. TRM PRESENTATION WILL  
BE COMPLETE EARLY IN  
WEEK OF. 27 MARCH.



WESTERN EUROPE

SATISFACTION WITH VENDOR SERVICE

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KEN CARTER

SENIOR CONSULTANT

CUSTOMER SERVICE PROGRAMME

INPUT EUROPE

1200

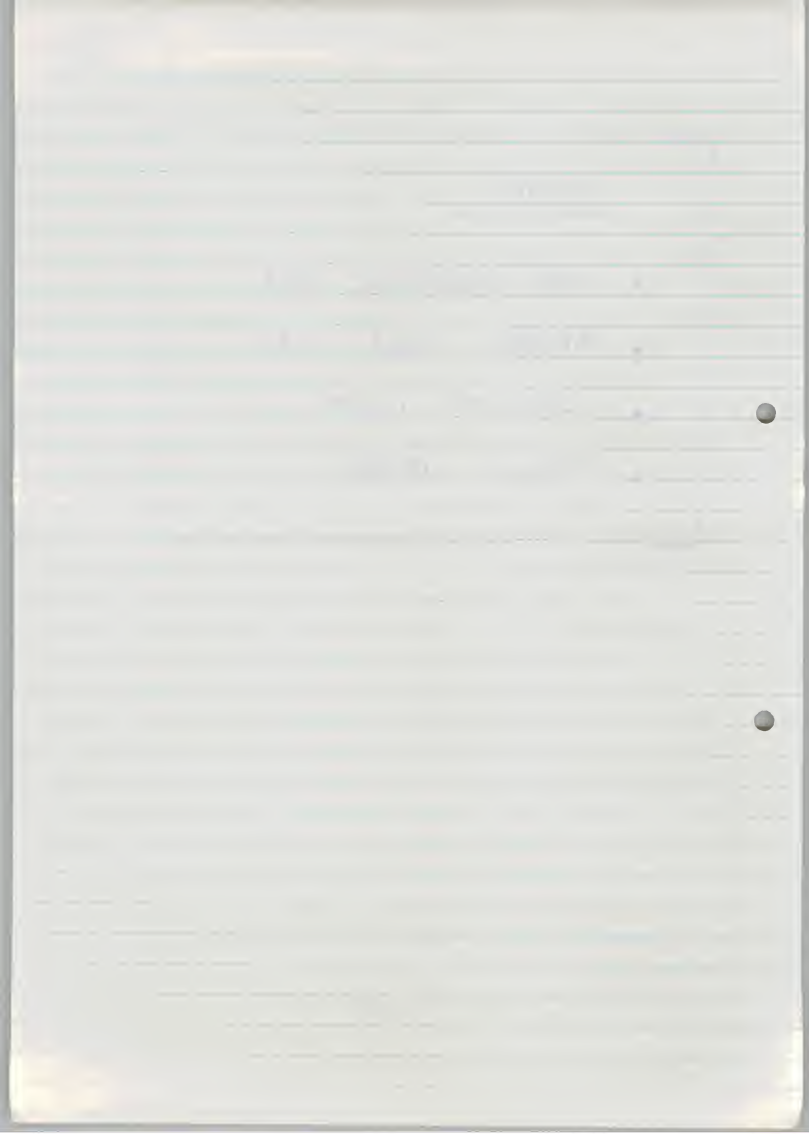
Faint, illegible text, possibly bleed-through from the reverse side of the page.

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THEME

- USER SATISFACTION 1988
- TRENDS 1987 - 1988
- QUALITY ISSUES
- PRICING TRENDS





## INPUT USER SAMPLE 1988

- 1593 INTERVIEWS
- 10 EUROPEAN COUNTRIES
- USERS OF 14 VENDORS SYSTEMS

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

LABORATORY REPORT

NAME: [Name]

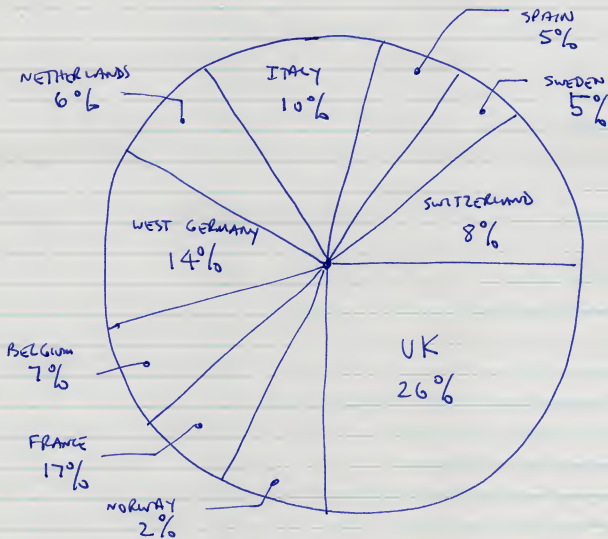
DATE: [Date]

EXPERIMENT: [Title]

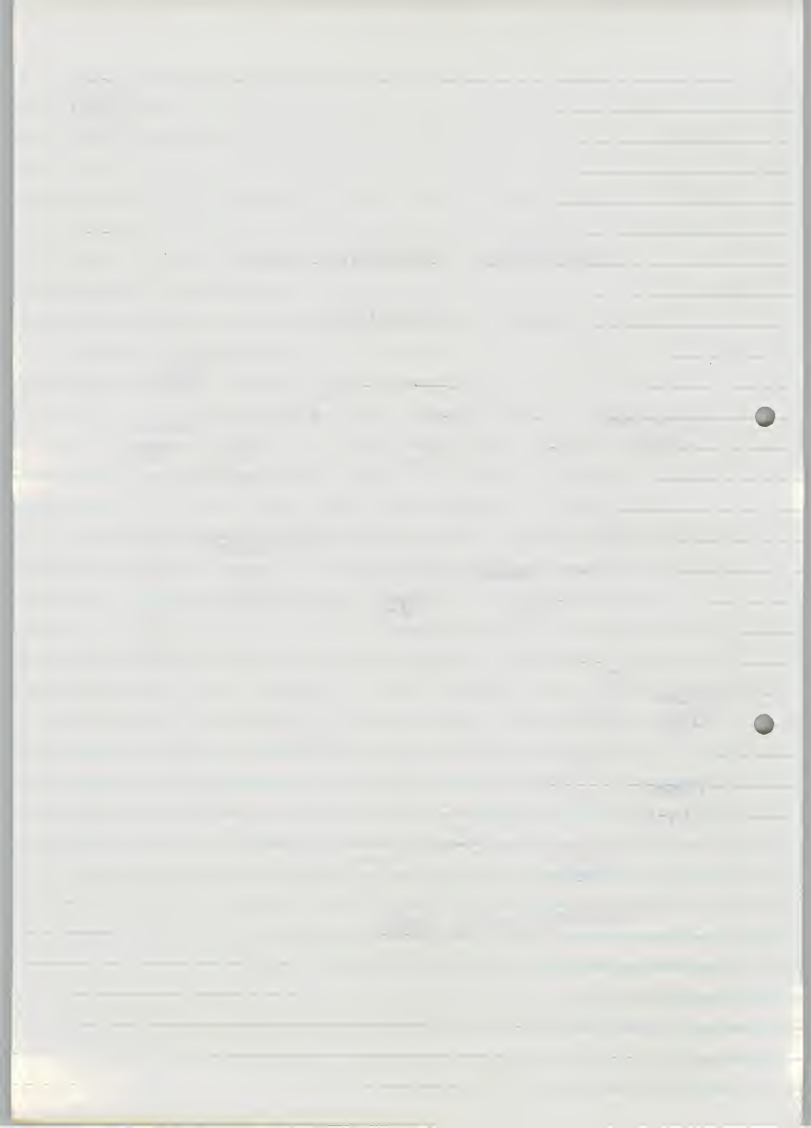
OBJECTIVE: [Text]

PROCEDURE: [Text]

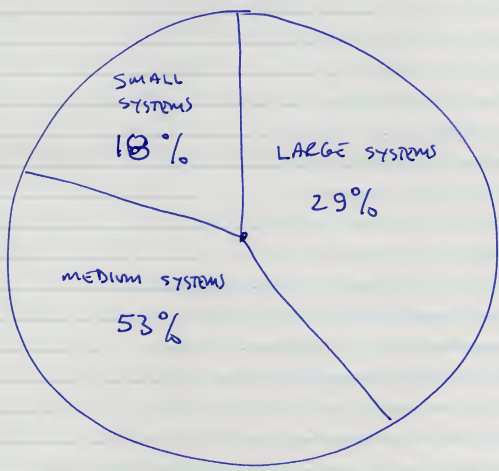
## SAMPLE DISTRIBUTION BY COUNTRY



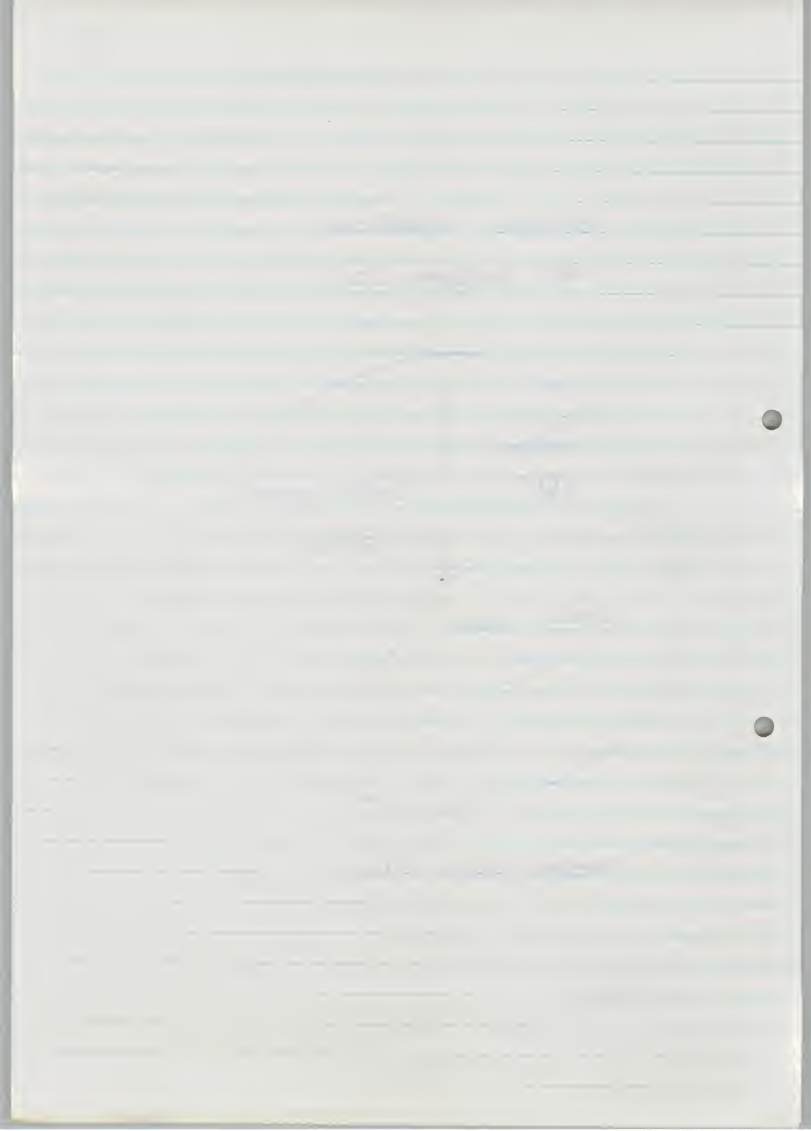
SAMPLE SIZE : 1593



SAMPLE DISTRIBUTION  
BY SYSTEM SIZE



SAMPLE SIZE :- 1593



" Satisfaction Index "

Importance '—' Satisfaction

INPUT

NOTES:

KH-4

The first part of the document  
 discusses the importance of  
 maintaining accurate records  
 and the role of the  
 committee in this regard.

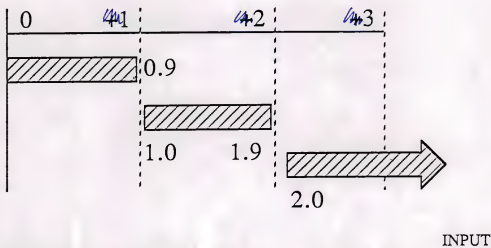
The following table shows the  
 results of the survey.

Category	Response
Strongly Agree	15%
Agree	45%
Disagree	25%
Strongly Disagree	15%

The data indicates that a majority  
 of respondents agree with the  
 findings of the study.

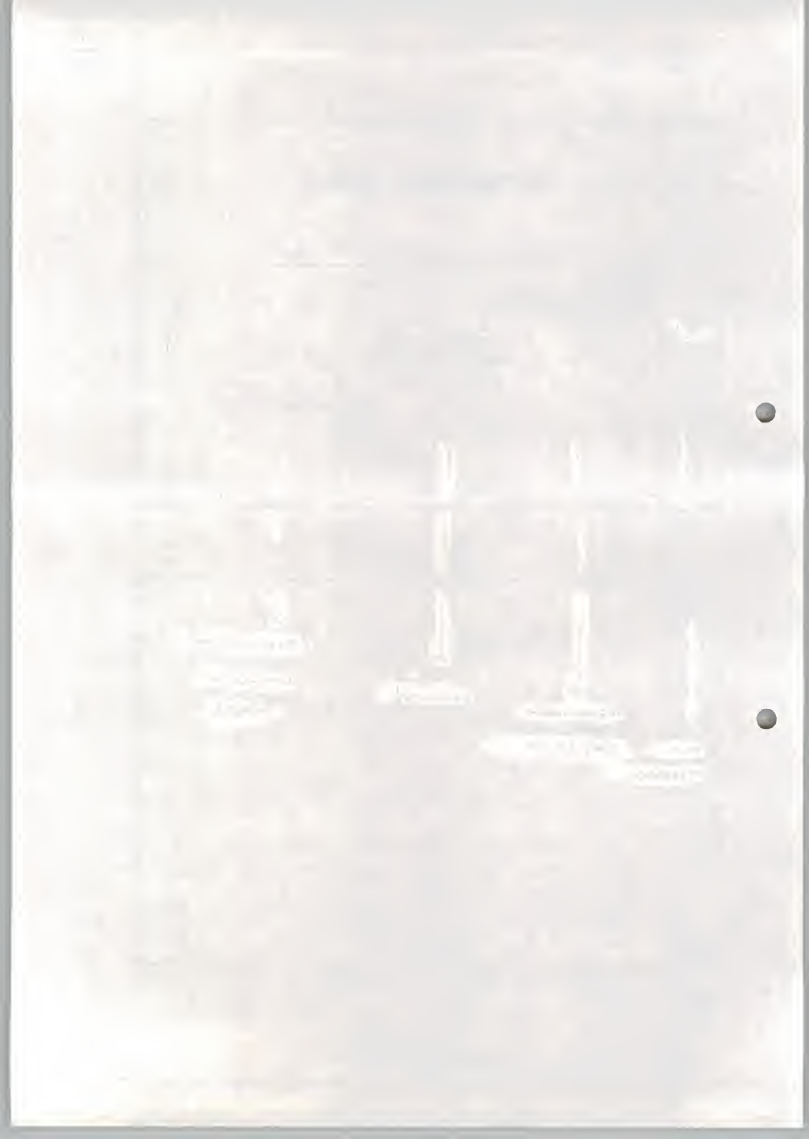


# Satisfaction Index



NOTES:

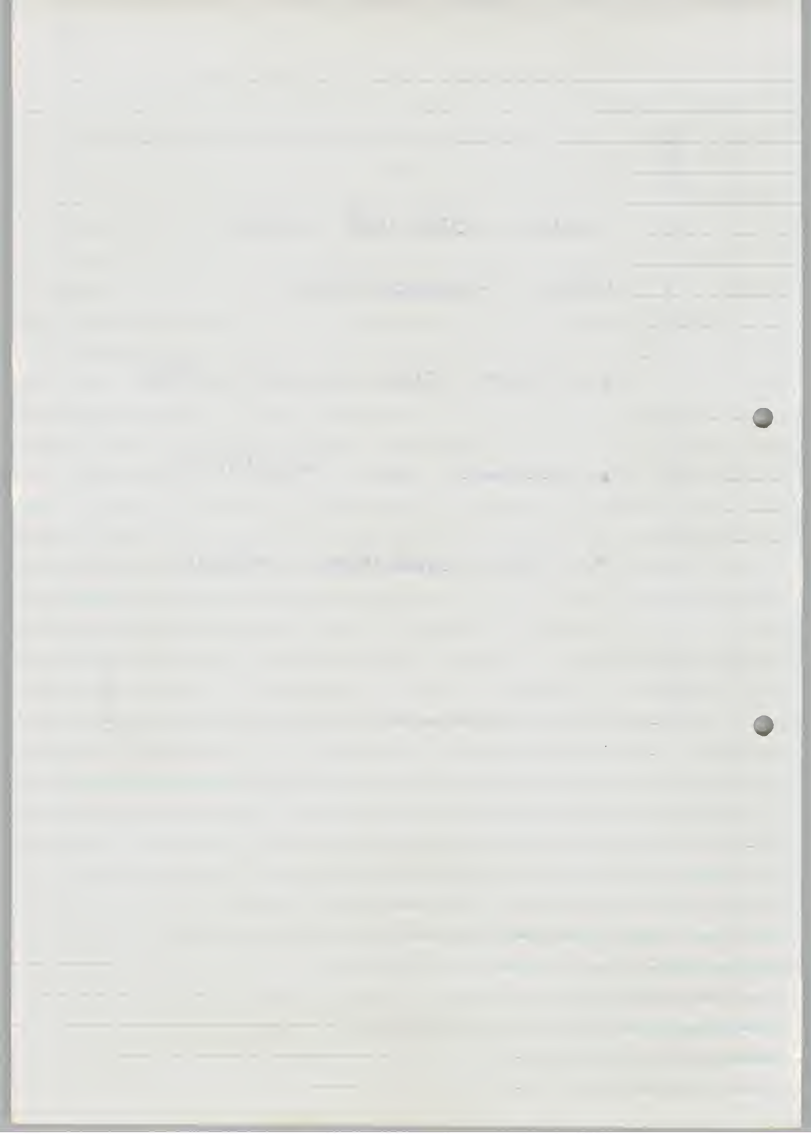
KH-5



INPUT 1988 USER SURVEY

MAIN CHARACTERISTICS

- SYSTEM SIZE IS NOT A FACTOR
- DECLINE IN SATISFACTION
- USER EXPECTATION MARGIN



WESTERN EUROPE

OVERALL HARDWARE SERVICE PERFORMANCE

SYSTEM SIZE	IMPORTANCE					SATISFACTION					ΔSI		
	10	8	6	4	2	0	2	4	6	8		10	
LARGE SYSTEMS	8.0						7.6						0.4
MEDIUM SYSTEMS	7.9						7.5						0.4
SMALL SYSTEMS	7.9						7.4						0.5

SAMPLE : 1593

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side of the document. The text is too light to transcribe accurately.]

# Hardware Service Satisfaction

0 Satisfaction Index  $\Delta$  SI 0.5

Most Satisfied

- Consultancy/Planning
- Training
- Telephone Support
- Service Administration
- Remote Diagnostics
- Out-of-Hours

INPUT

NOTES:

FPRE-KH-9

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## Hardware Service Satisfaction

0.5 Satisfaction Index  $\Delta$  SI 1.0

### Least Satisfied

- Engineer Skills
- Problem Escalation
- Back-Up Support
- Call Handling
- Documentation

INPUT

NOTES:

FPRE-KH-10

Faint, illegible text at the top of the page, possibly a header or introductory paragraph.

THE HISTORY OF THE  
CITY OF BOSTON

Main body of faint, illegible text, likely the beginning of a historical account or list.

# Hardware Service Satisfaction

1.0 Satisfaction Index  $\Delta$  SI 1.5

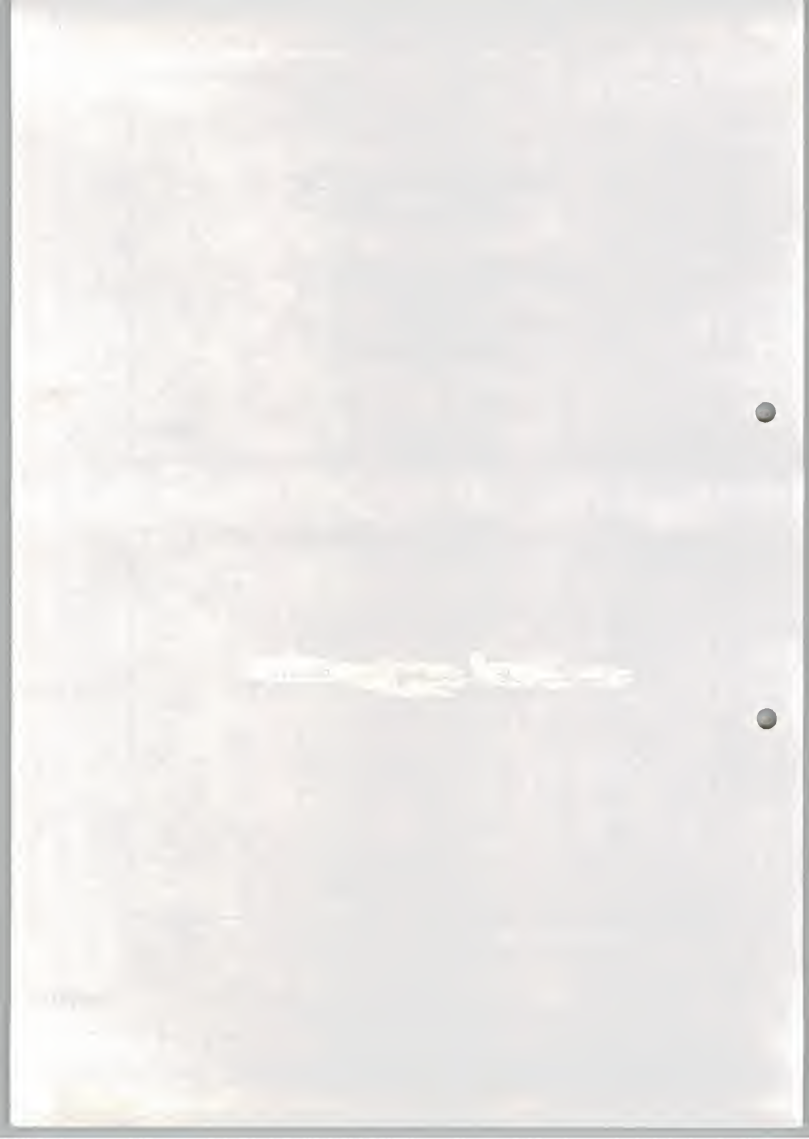
Concern

- Spares Availability

INPUT

NOTES:

FPRE-KH-11



## WESTERN EUROPE

## OVERALL SOFTWARE SUPPORT PERFORMANCE

SYSTEM SIZE	IMPORTANCE					SATISFACTION					$\Delta SI$
	10	8	6	4	2	0	2	4	6	8	
LARGE SYSTEMS	7.9						7.3	0.6			
MEDIUM SYSTEMS	7.8						7.3	0.5			
SMALL SYSTEMS	7.8						7.3	0.5			

SAMPLE : 1593

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The primary data was gathered through direct observation and interviews, while secondary data was obtained from existing reports and databases.

The third section provides a detailed description of the data analysis process. This involves identifying trends, patterns, and anomalies within the data set. Statistical tools and software were used to facilitate this process, ensuring that the results are both accurate and reliable.

Finally, the document concludes with a summary of the findings and their implications. It highlights the key insights gained from the study and offers recommendations for future research and practice. The author notes that while the current study provides valuable information, there are still several areas that require further investigation.



# Software Support Satisfaction

0 Satisfaction Index  $\Delta$  SI 0.5

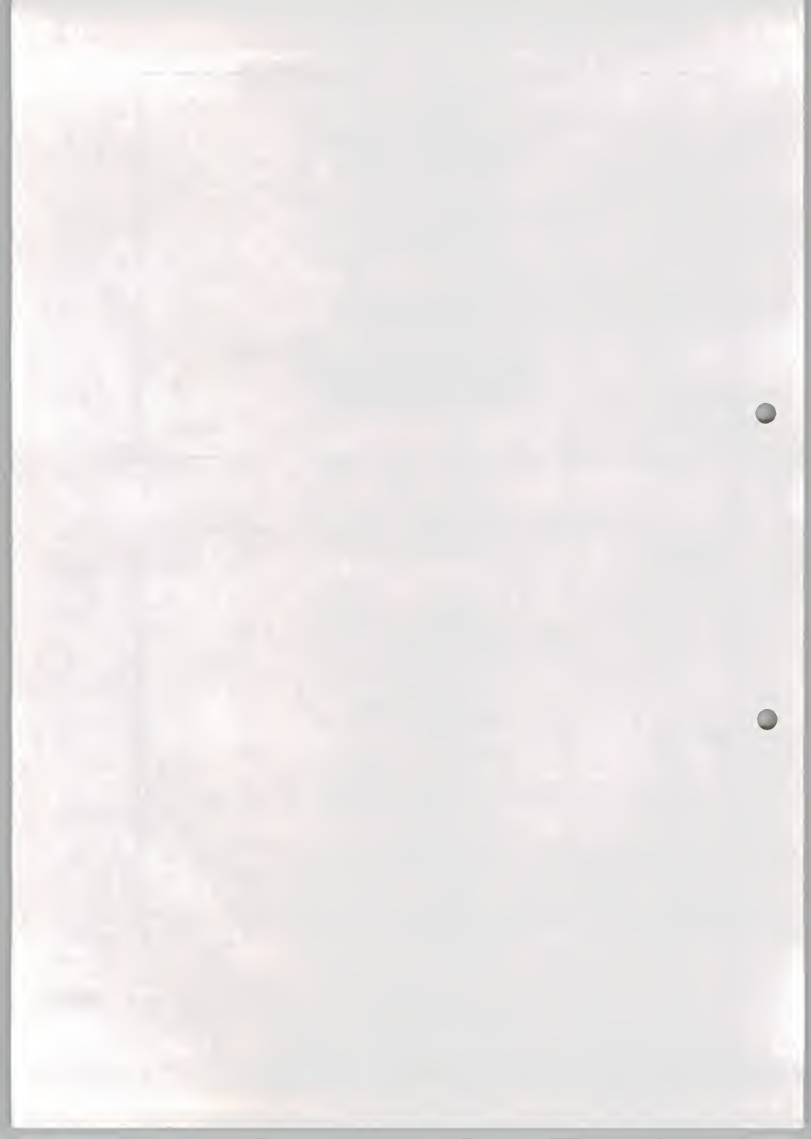
Most Satisfied

- Hotline
- Capacity Tuning
- On-Site Support
- Consultancy/Planning
- Remote Diagnostics
- Problem Database

INPUT

NOTES:

FPRE-KH-6





# Software Support Satisfaction

0.5 Satisfaction Index  $\Delta$  SI 1.0

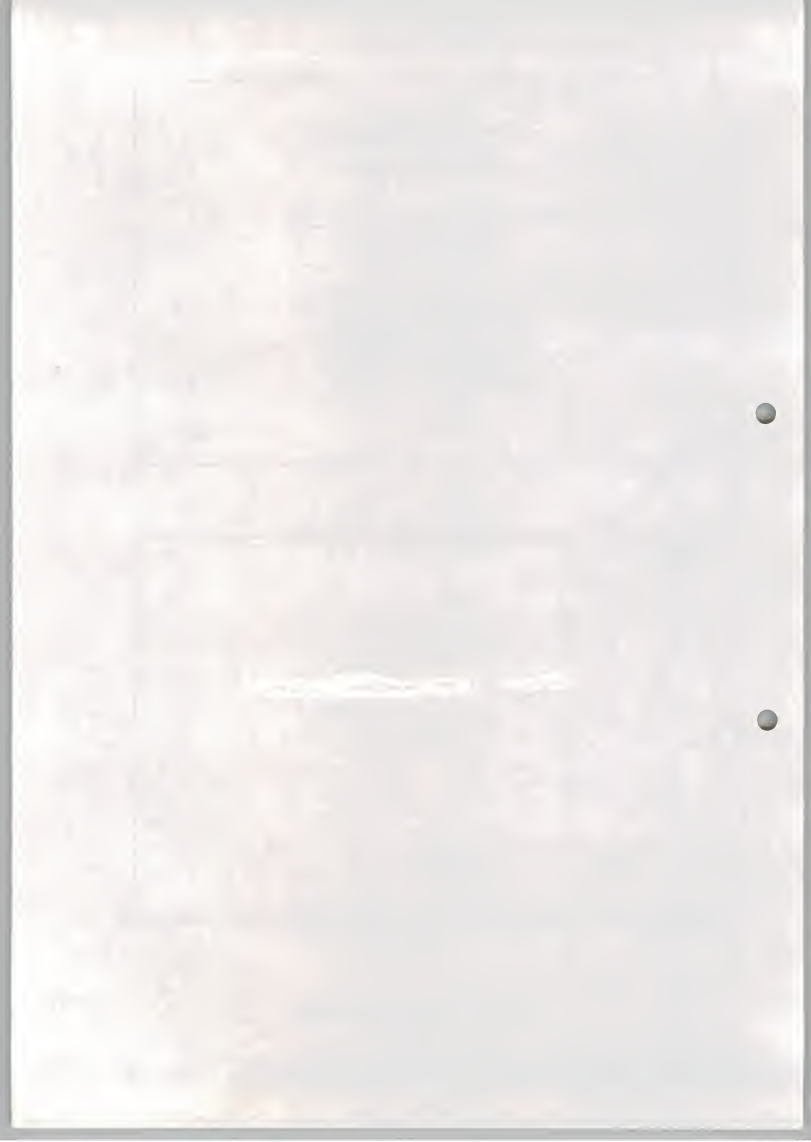
Least Satisfied

- Telephone Fix Speed
- Telephone Access
- Software Updates
- Software Installation
- Training

INPUT

NOTES:

FPRE-KH-7



# Software Support Satisfaction

1.0 Satisfaction Index  $\Delta$  SI 1.5

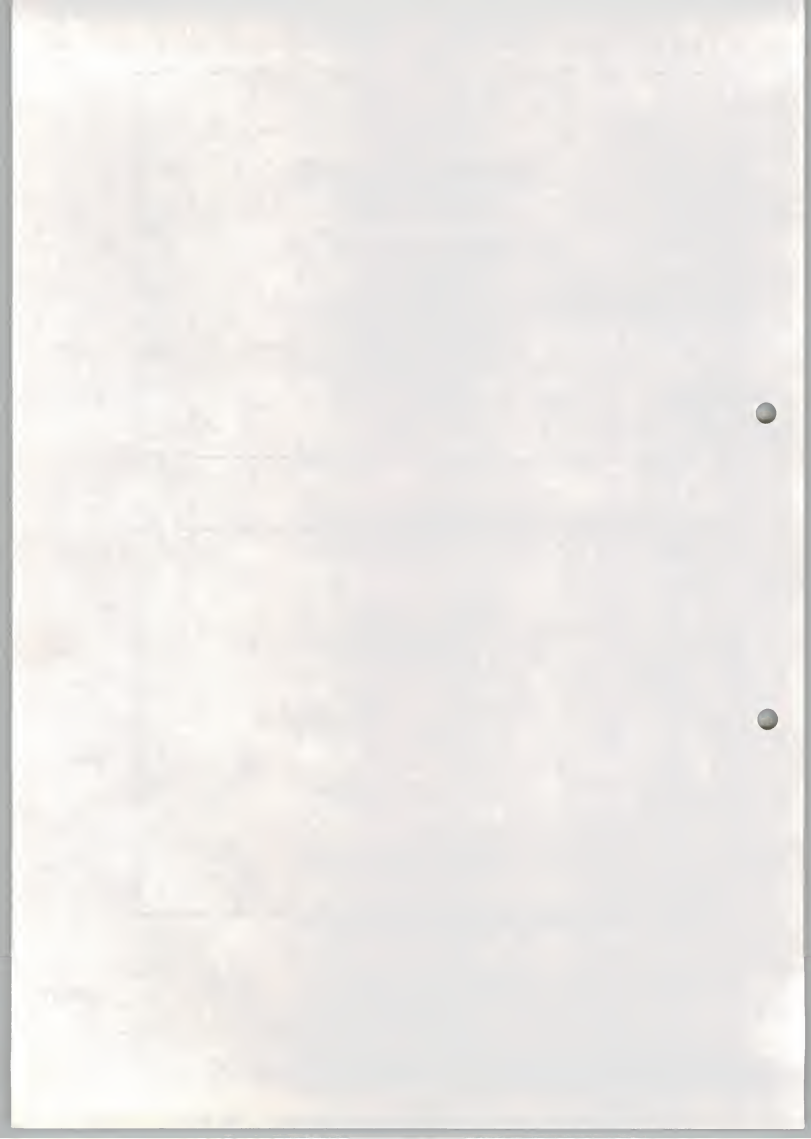
Concern

- Engineer Skills
- Documentation

INPUT

NOTES:

FPRE-KH-8



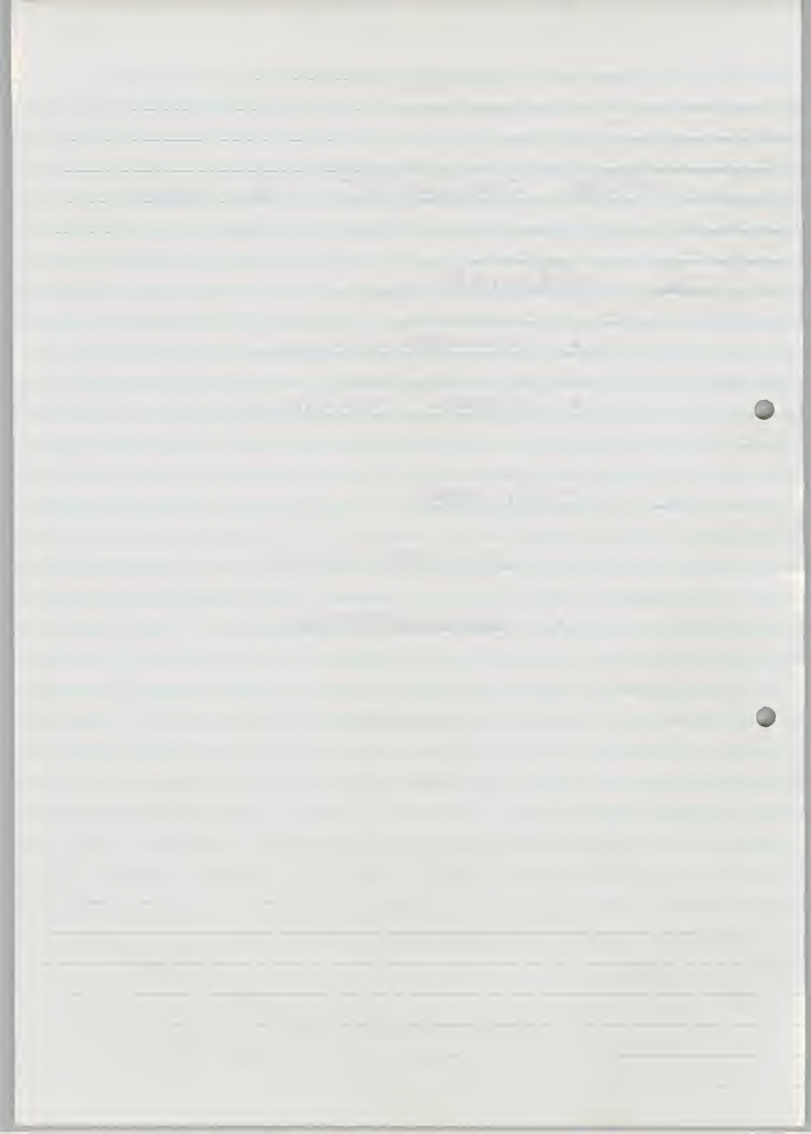
## MAJOR CHALLENGES AND ISSUES

### 1 HARDWARE

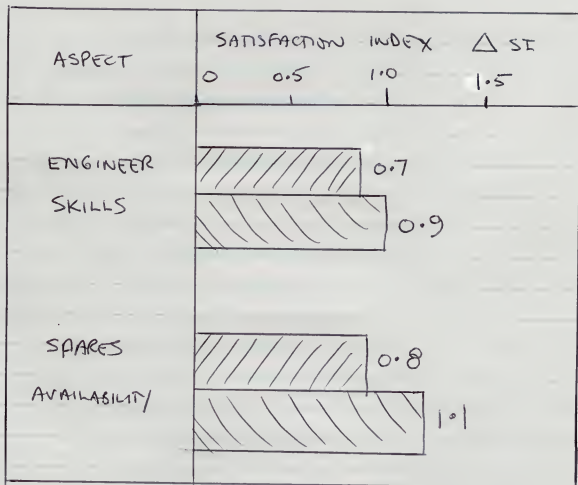
- ENGINEER SKILLS
- SPARES AVAILABILITY

### 2 SOFTWARE

- ENGINEER SKILLS
- DOCUMENTATION



## HARDWARE SERVICE TRENDS 1987-1988



1987



1988

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

Furthermore, it is noted that the records should be kept in a secure and accessible format. Regular backups are recommended to prevent data loss in the event of a system failure or disaster.

In addition, the document outlines the process for reconciling accounts. This involves comparing the internal records with the bank statements to identify any discrepancies. Any differences should be investigated immediately to determine the cause and correct the records accordingly.

The final section of the document provides a summary of the key points discussed. It reiterates the importance of accuracy, security, and regular reconciliation in maintaining reliable financial records.

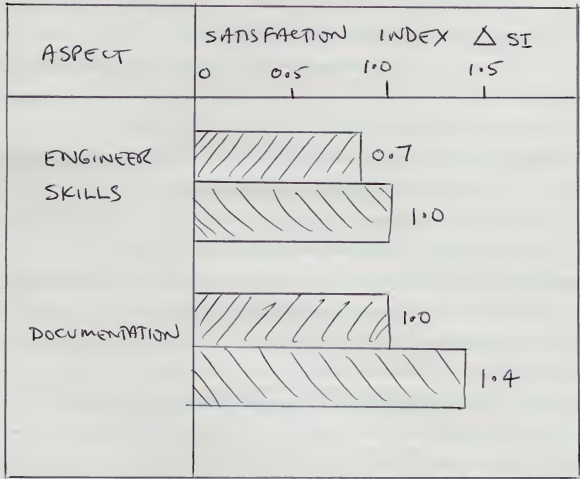
The following table provides a detailed breakdown of the financial data for the period covered by the report. Each row represents a different category of expense or revenue, and the columns show the amounts in various currencies.



Category	Local Currency	USD	EUR
Salaries	120,000	1,200	1,000
Utilities	50,000	500	400
Travel	30,000	300	250
Marketing	80,000	800	650
Office Supplies	20,000	200	150
Depreciation	100,000	1,000	800
Interest	15,000	150	120
Income	200,000	2,000	1,600
Profit	40,000	400	300

The data indicates that the company has achieved a positive profit for the period, despite the high costs associated with salaries and depreciation. The marketing and office supply expenses are also significant, but the overall financial performance remains strong.



# SOFTWARE SUPPORT TRENDS 1987-1988



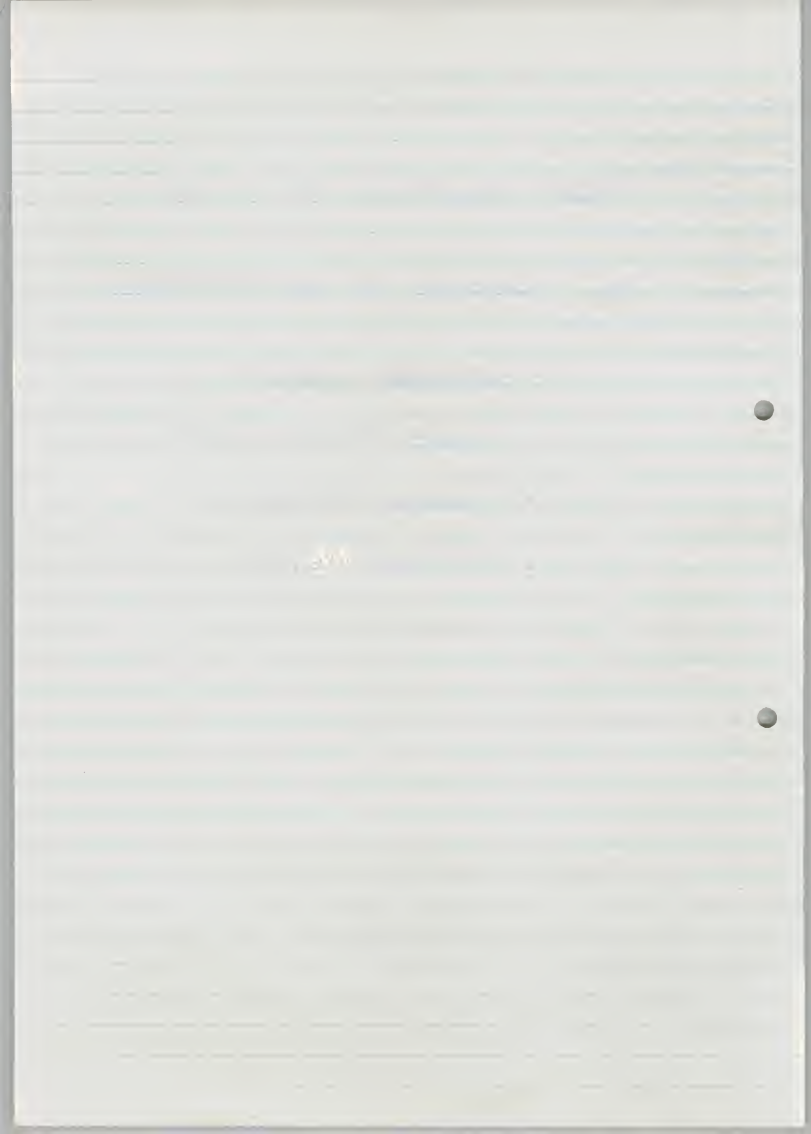
 1987       1988

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## MAJOR CHALLENGES AND ISSUES

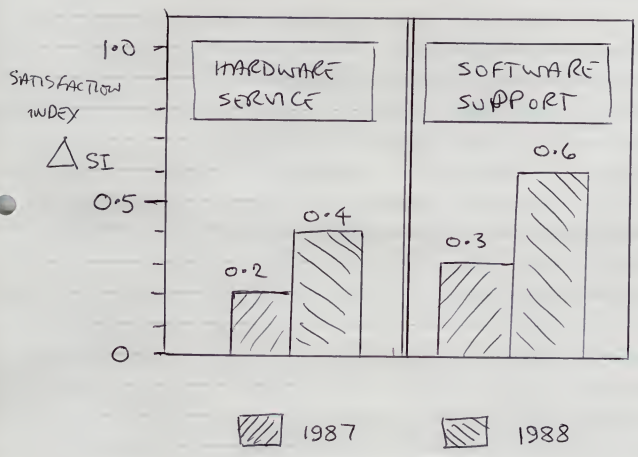
### 3. DECLINE IN USER SATISFACTION

- SOFTWARE SUPPORT
- SYSTEM FAILURE RATES
- SYSTEMS AVAILABILITY
- RESPONSE TIMES



# WESTERN EUROPE

## OVERALL SATISFACTION TRENDS 1987-1988

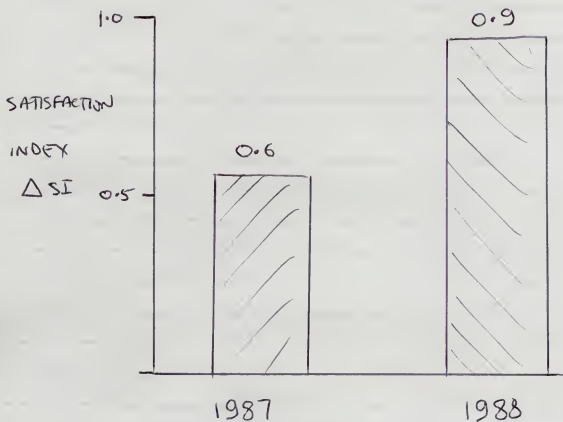


3/24/43

[The following text is extremely faint and largely illegible. It appears to be a typed document with several paragraphs and possibly a table or list structure. The text is too light to transcribe accurately.]

## SATISFACTION WITH SYSTEMS AVAILABILITY

TRENDS 1987 - 1988

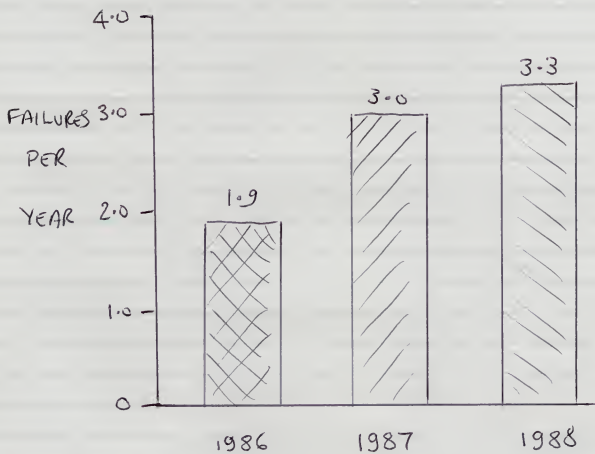


[The text in this section is extremely faint and illegible. It appears to be a list or a series of entries, possibly a table of contents or a list of items, but the specific details cannot be discerned.]





## SYSTEM FAILURE RATE TRENDS 1987-1988

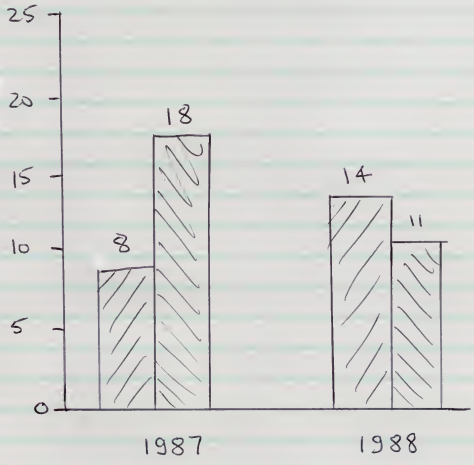




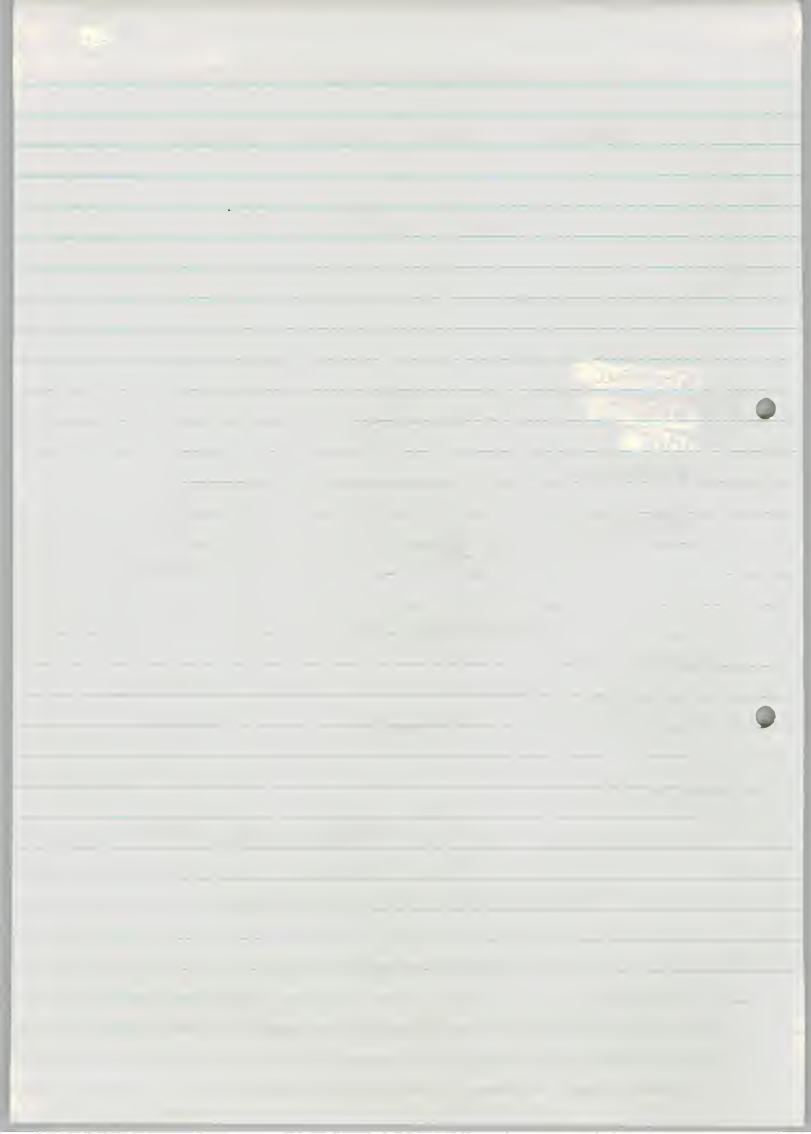
# HARDWARE SERVICE RESPONSE/REPAIR TIMES

TRENDS 1987 - 1988

FALLS SHORT  
OF USER  
EXPECTATION  
(PERCENT)

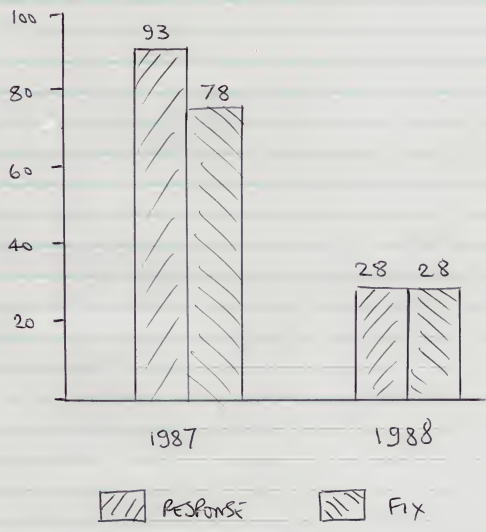


RESPONSE REPAIR



# SOFTWARE SUPPORT RESPONSE/FIX TIMES TRENDS 1987 - 1988

FALLS SHORT  
OF USER  
EXPECTATIONS  
(PERCENT)



Journal of the American Medical Association

...the ... of ...

...the ... of ...

...the ... of ...

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...the ... of ...

...the ... of ...

## COUNTRY COMPARISONS

- 10 COUNTRIES
- USERS OF 14 VENDORS SYSTEMS



1948





COUNTRY COMPARISONS 1988

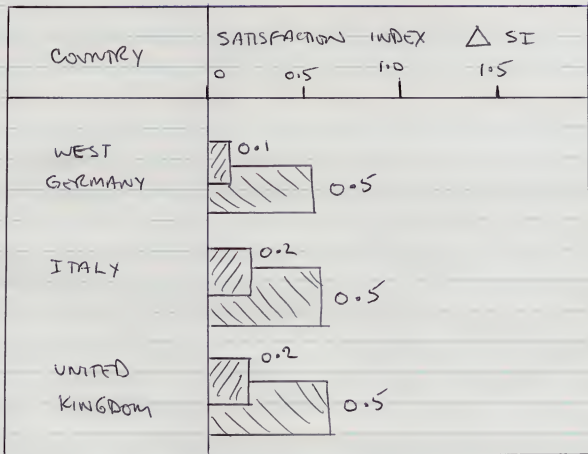
MAJOR CHALLENGES AND ISSUES

HARDWARE

- USER CONCERN IN SPAIN
- SOME DECLINE IN USER SATISFACTION

Sample

## HARDWARE SERVICE MAJOR TRENDS 1987-1988



1987



1988

The first part of the document discusses the importance of maintaining accurate records. It emphasizes that proper record-keeping is essential for ensuring the integrity and reliability of the data collected. This section also outlines the various methods used to collect and analyze the data, highlighting the challenges faced during the process.

The second part of the document provides a detailed description of the experimental setup. It includes information about the equipment used, the procedures followed, and the conditions under which the data was collected. This section is crucial for understanding the context and limitations of the study.

The third part of the document presents the results of the study. It includes a series of tables and graphs that illustrate the findings. The data shows a clear trend, indicating that the variables studied are significantly related. The statistical analysis confirms the significance of these findings, providing a strong basis for the conclusions drawn.

The final part of the document discusses the implications of the study. It highlights the potential applications of the findings and suggests areas for further research. The authors conclude that the study has provided valuable insights into the relationship between the variables studied and offers a solid foundation for future work in this field.

## HARDWARE — USER CONCERN

WEST GERMANY

- SPARES AVAILABILITY
- DOCUMENTATION

ITALY

- NONE

UNITED KINGDOM

- SPARES AVAILABILITY
- PROBLEM ESCALATION



COUNTRY COMPARISONS 1988  
MAJOR CHALLENGES AND ISSUES

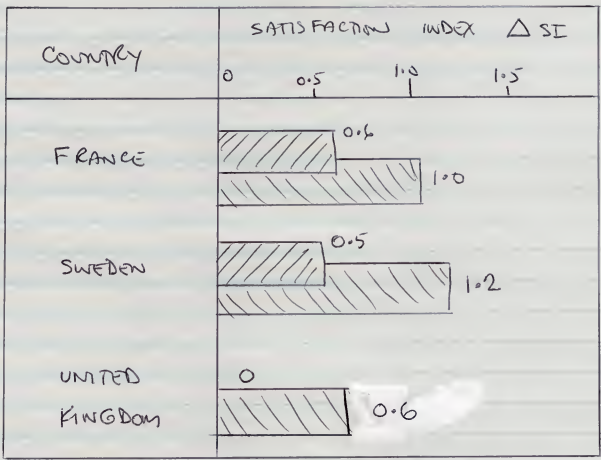
SOFTWARE

- USER CONCERN IN - FRANCE  
SWEDEN  
SPAIN
- SOME DECLINE IN USER SATISFACTION.

10  
11



# SOFTWARE SUPPORT MAJOR TRENDS 1987-1988



1987



1988



## SOFTWARE - USER CONCERN

FRANCE

AND

SWEDEN

- ENGINEER SKILLS
- TELEPHONE SUPPORT
- DOCUMENTATION
- SOFTWARE UPDATES
- SOFTWARE TRAINING
- CAPACITY TUNING

UNITED KINGDOM

- DOCUMENTATION

10

IMPROVING USER SATISFACTION

INPUT'S RECOMMENDATIONS

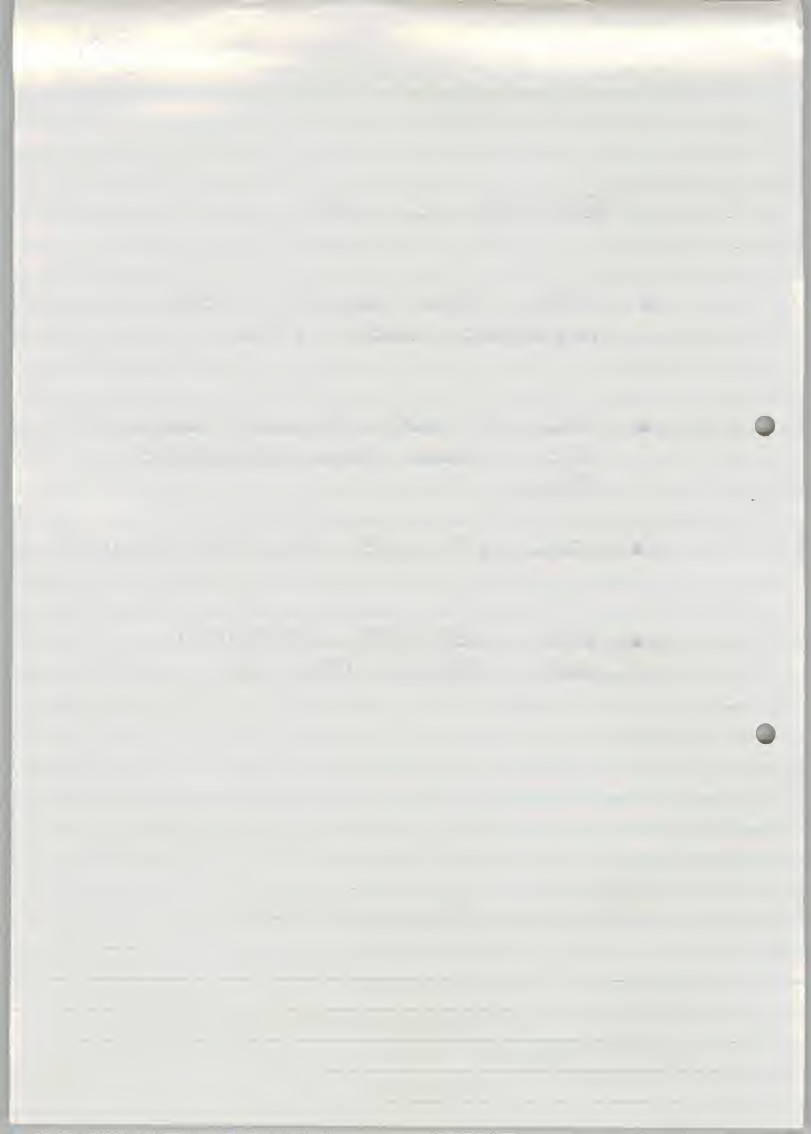
- RESPOND
- COMMUNICATE
- DELIVER

QUALITY IS KEY

Handwritten text, possibly a signature or name, located in the center of the page.

## QUALITY IS KEY

- USERS RATE QUALITY MORE IMPORTANT THAN PRICE
- 70% OF USERS CONSIDER SERVICE HAS A GOOD PRICE / PERFORMANCE RATIO.
- 20% OF USERS ARE "PRICE SENSITIVE"
- BUT, USERS ARE DISSATISFIED WITH SERVICE PRICE ?





## QUALITY IS KEY

- USER PERCEIVED QUALITY CAN BE QUANTIFIED
  - SATISFACTION LEVELS
  - SYSTEM AVAILABILITY
  - SYSTEM FAILURE RATES
  - USER RESPONSE / REPAIR EXPECTATION.
- VENDOR QUALITY IMAGE

100

1911

The following is a list of the  
 names of the persons who  
 were present at the  
 meeting held on the  
 10th day of  
 the month of  
 1911.



# VENDOR QUALITY IMAGE

- "REFLEX" RESPONSE
- PERFORMANCE
- THRESHOLDS
- PROFILE DIFFERENCE

the same way as the other two, but the  
 first one is a little different.

The second one is a little different  
 from the first one, but the same way.

The third one is a little different  
 from the second one, but the same way.

The fourth one is a little different  
 from the third one, but the same way.

The fifth one is a little different  
 from the fourth one, but the same way.

The sixth one is a little different  
 from the fifth one, but the same way.

The seventh one is a little different  
 from the sixth one, but the same way.

The eighth one is a little different  
 from the seventh one, but the same way.

The ninth one is a little different  
 from the eighth one, but the same way.

The tenth one is a little different  
 from the ninth one, but the same way.

The eleventh one is a little different  
 from the tenth one, but the same way.

The twelfth one is a little different  
 from the eleventh one, but the same way.

The thirteenth one is a little different  
 from the twelfth one, but the same way.

The fourteenth one is a little different  
 from the thirteenth one, but the same way.

The fifteenth one is a little different  
 from the fourteenth one, but the same way.

The sixteenth one is a little different  
 from the fifteenth one, but the same way.

The seventeenth one is a little different  
 from the sixteenth one, but the same way.

# "REFLEX" RESPONSE

VENDOR	WEIGHTED RESPONSE $\Delta SI$			REFLEX RESPONSE $\Delta SI$		
	2.0	1.0	0	1.0	2.0	
A			0.2		0.5	
B			0.5		1.3	
C			0.7		1.0	
D			0.7		1.8	



## POOR QUALITY IMAGE

FAILURE IN MORE THAN 2  
CRITERIA:-

- CONCERN WITH MORE THAN 2 ASPECTS OF SERVICE
- CONCERN WITH SYSTEMS AVAILABILITY
- 3 OR MORE SYSTEM FAILURES PER YEAR
- RESPONSE TIME FALLS SHORT OF USER EXPECTATION
- REPAIR/FIX TIME FALLS SHORT OF USER EXPECTATION.

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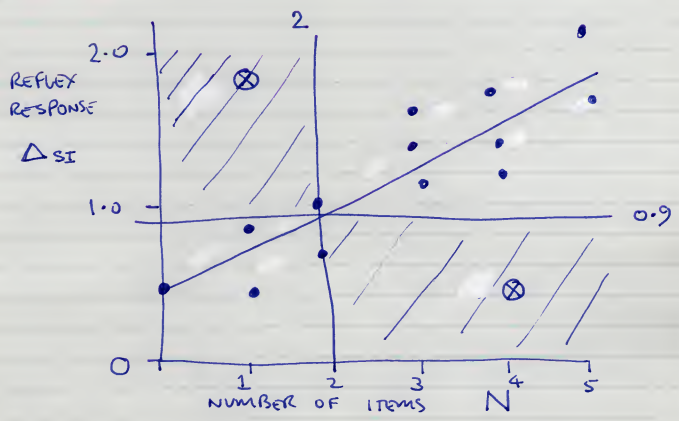
In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The analysis focuses on identifying trends and patterns over time, which is crucial for making informed decisions.

The third part of the report details the results of the study. It shows a clear upward trend in sales over the period analyzed, with a significant increase in the latter half of the year. This is attributed to several factors, including improved marketing strategies and a strong economic environment.

Finally, the document concludes with a series of recommendations for future actions. It suggests continuing to invest in research and development to stay ahead of the competition. Additionally, it recommends regular communication with stakeholders to ensure everyone is on the same page.



# QUALITY IMAGE PROFILE



## NOTE FOR GRAPHICS :

THIS DIAGRAM IS ILLUSTRATIVE  
NOT ABSOLUTE. JUST MAKE SLIDE-  
LOOK LIKE DIAGRAM, PRECISION  
OF PLOTTED POINTS IS NOT IMPORTANT.

EXCEPT POINTS SHOULD ALIGN WITH  
WHOLE NUMBERS ON HORIZONTAL  
SCALE

1917

## HARDWARE SERVICE

- USER CONCERNS
  - ENGINEER SKILLS
  - SPARES AVAILABILITY
  
- VENDOR ISSUES
  - RESTORE TIME
  - QUALITY / PRICE
  - FLEXIBILITY
  - OPERATIONAL IMPACT

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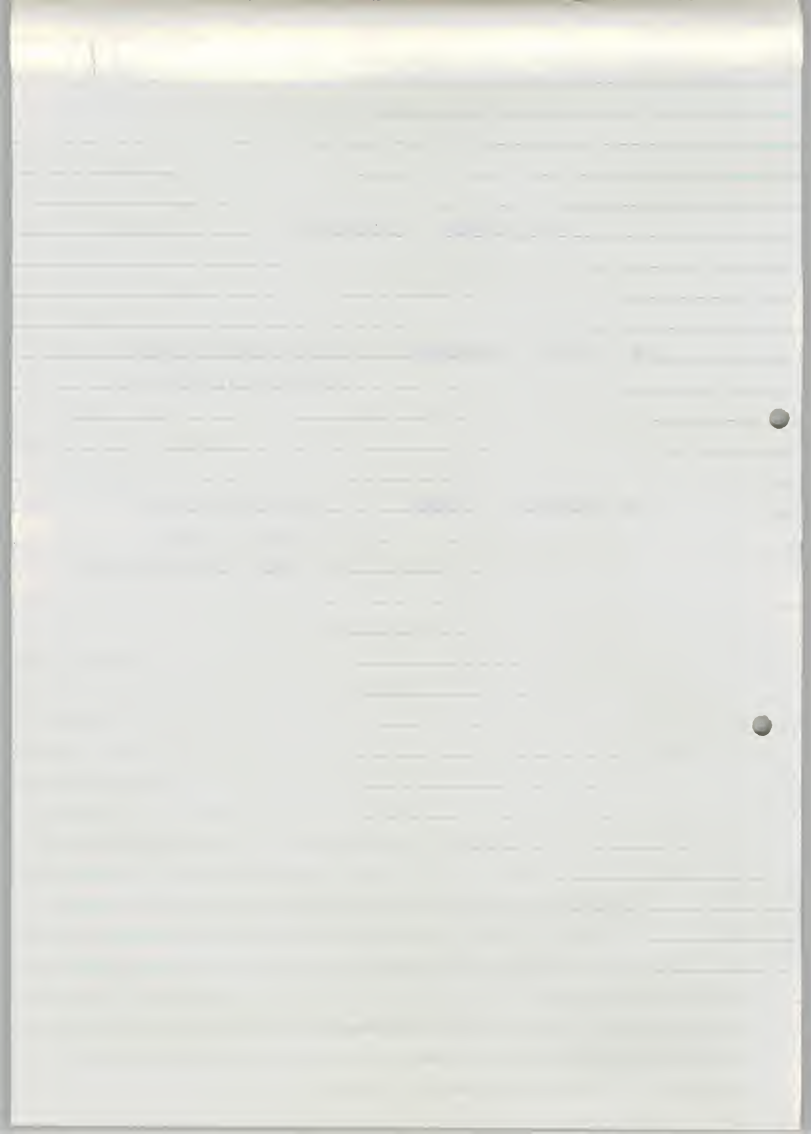
The third part of the report details the results of the study. It shows that there has been a significant increase in sales volume over the past year, particularly in the online market. This is attributed to several factors, including improved marketing strategies and a more user-friendly website.

Finally, the document concludes with a series of recommendations for future actions. It suggests that the company should continue to invest in digital marketing and explore new product lines to further expand its market reach. Regular monitoring of key performance indicators is also advised to ensure ongoing success.



## SOFTWARE SUPPORT

- USER CONCERNS
  - ENGINEER SKILLS
  - DOCUMENTATION
  
- VENDOR ISSUES
  - SOFTWARE QUALITY
  - SKILL LEVELS
  - USER SATISFACTION



QUALITY PRICE CONFLICT

USERS

- QUALITY MORE IMPORTANT THAN PRICE
- 70% CONSIDER SERVICE HAS GOOD PRICE/PERFORMANCE



VENDORS

- 40% CONSIDER PRICE RESTRICTS SERVICE QUALITY
- 15% CONCERNED THAT PRICING PRESSURE MAY IMPACT QUALITY

Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 15th inst.

and in reply to inform you that the same has been forwarded to the proper authorities.

I am, Sir, very respectfully,  
Your obedient servant,

J. H. [Name]

[Address]

[City]

[State]

[Country]

[Additional address details]

[Signature]

[Name]

[Address]

[City]

[State]

[Country]

[Additional address details]

[Signature]

[Name]

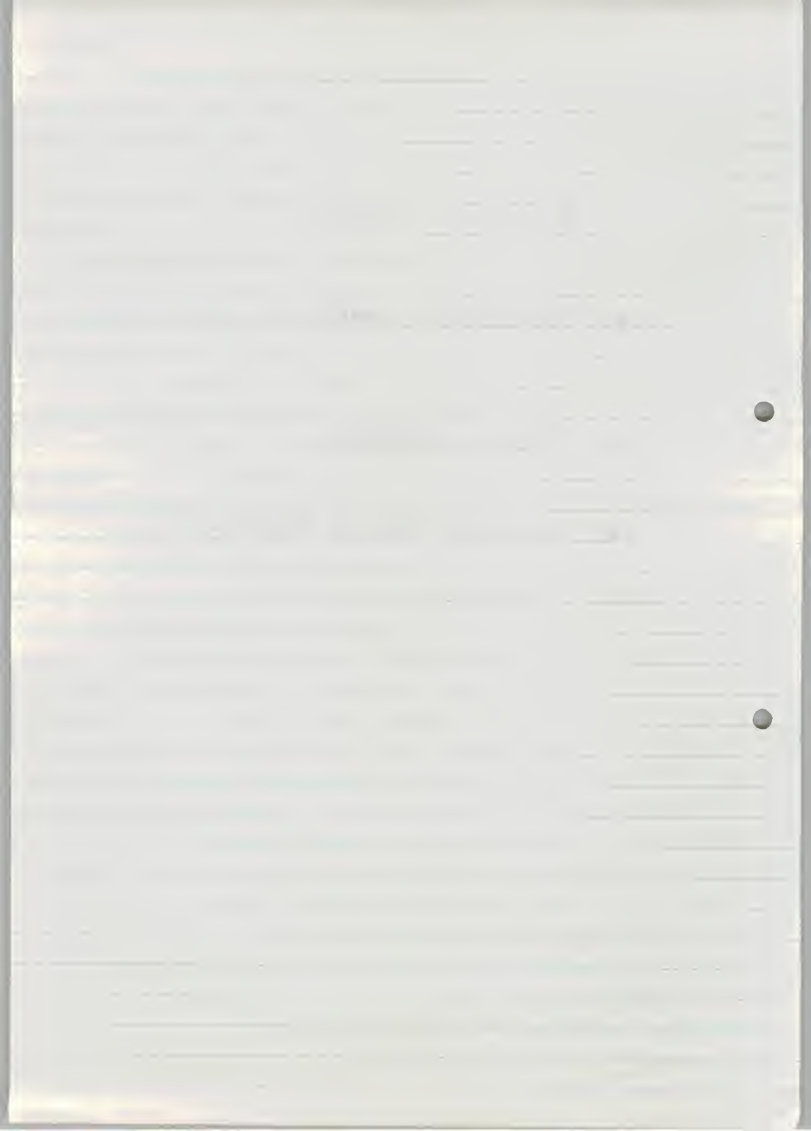
[Address]

[City]



## PRICING ISSUES

- STAGNATION , HARDWARE SERVICE MARKET
- PRICE INCREASES
- SELECTIVE PRICING / PROFITABILITY



# PRICE STIMULATION

HISTORICAL VENDOR PRICING ACTIVITIES



INFLUENCE



FUTURE USER PRICE EXPECTATIONS

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side of the document. The text is too light to transcribe accurately.]

### CONFIDENCE IN COMPUTER VENDORS

- 65% + OF USERS SHOW PREFERENCE FOR ONE-VENDOR SERVICE
- 85% - 89% SHOW PREFER THE "ONE-VENDOR" TO BE MAIN HARDWARE SUPPLIER



## CHALLENGES

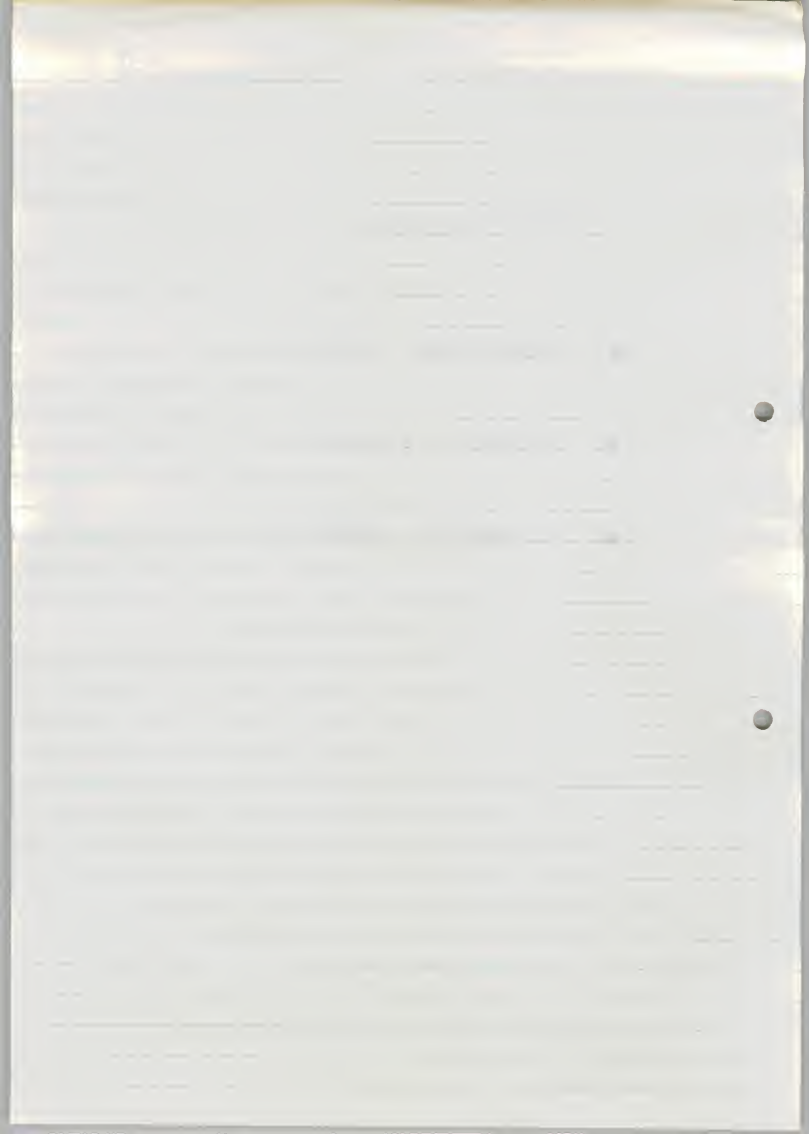
- REVERSAL OF SELECTIVE PRICING TRENDS
- DOMINANCE OF HARDWARE SERVICE AS A REVENUE STREAM
- VENDOR QUALITY IMAGE

100 - (100) 1000 - 1000



## O OPPORTUNITIES

- HARDWARE SERVICE
- LARGE SYSTEMS
- QUALITY SERVICE



## PRICING OPPORTUNITIES

FUTURE PRICE INCREASE EXPECTATION	PERCENT		
	LARGE SYSTEMS	MEDIUM SYSTEMS	SMALL SYSTEMS
HARDWARE SERVICE	4.4	3.5	3.1
SOFTWARE SUPPORT	5.0	3.7	3.4

- NOTES (1) USER EXPECTATION  
(2) CORRECTED FOR SELECTIVE PRICING

SAMPLE SIZE : 1345



1911

1912

1913

1914

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1918

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1923

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1930

1931

1932

1933

1934

1935

1936

## QUALITY IS KEY

- QUALITY IS MORE IMPORTANT THAN PRICE
- QUALITY IS A KEY COMPETITIVE STRATEGY

PH