The Role of Market Research in Customer Service

INPUT

- 'Information' Gathered Objectively
- Help Plan Strategies for Success in Service
- Annual Trends Europe
- 'Benchmark' User Satisfaction

INPUT

NOTES:

FPRE-KH-2

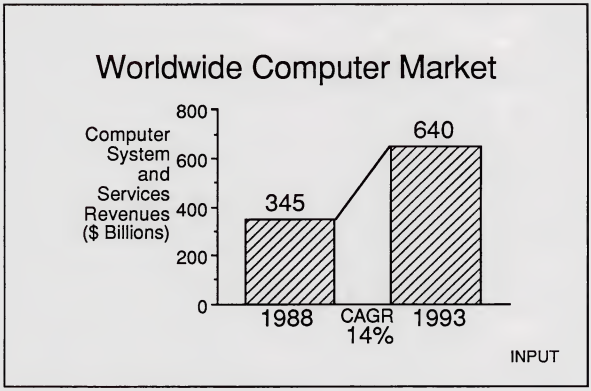
Analysis of:

- Computer Markets
- Customer Service Markets
- Vendors' Service Offerings
- Users
  - Services Received
  - Services Needed

INPUT

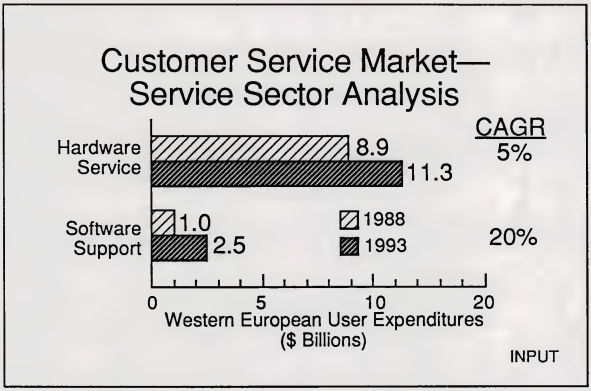
NOTES:

FPRE-KH-3



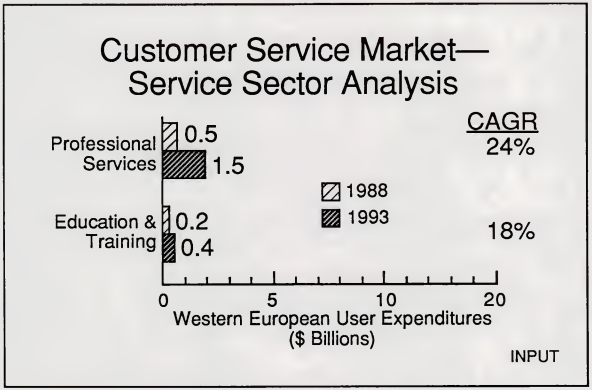
NOTES:

FPRE-KH-4



NOTES:

FPRE-KH-5a



NOTES:

FPRE-KH-5b

Software Support Satisfaction

0 Satisfaction Index Δ 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 Δ 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 Δ SI 1.5

Concern

- Engineer Skills
- Documentation

INPUT

NOTES:

FPRE-KH-8

Hardware Service Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

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

INPUT

NOTES:

FPRE-KH-9

Hardware Service Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

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

INPUT

NOTES:

FPRE-KH-10

Hardware Service Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

- Spares Availability

INPUT

NOTES:

FPRE-KH-11

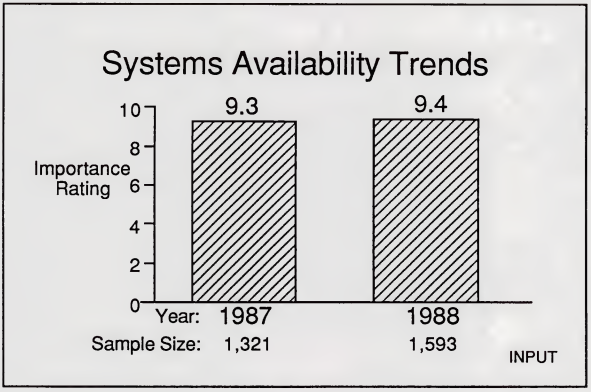
Major Challenges and Issues

- Deterioration in User Satisfaction
  - Software Support
  - System Failure Rates
  - Systems Availability
  - Response/Repair

INPUT

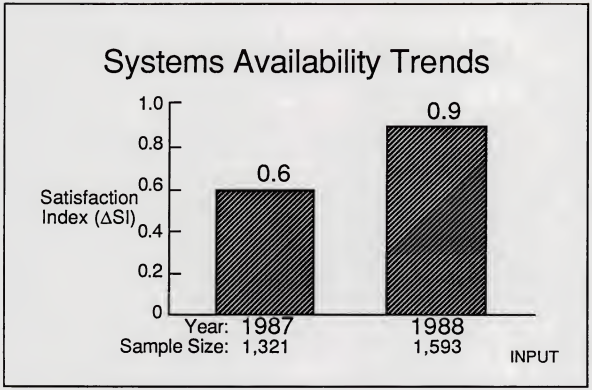
NOTES:

FPRE-KH-12



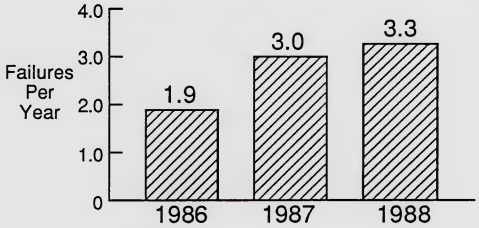
NOTES:

FPRE-KH-13a



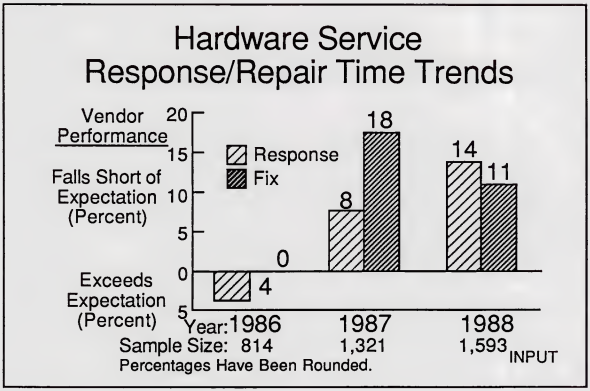
NOTES:

FPRE-KH-13b



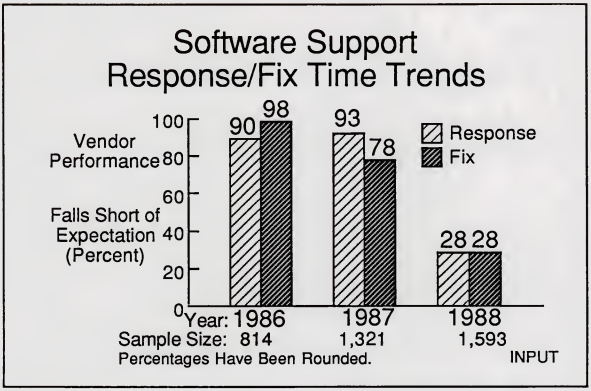
NOTES:

FPRE-KH-14



NOTES:

FPRE-KH-15



NOTES:

FPRE-KH-16

Country Comparisons

Hardware Service Satisfaction

(1.0) Satisfaction Index Δ SI 0

Oversatisfied

- Belgium

INPUT

NOTES:

FPRE-KH-17a

Country Comparisons

Hardware Service Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Netherlands
- Switzerland

INPUT

NOTES:

FPRE-KH-17b

Country Comparisons

Hardware Service Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- France
- West Germany
- Italy
- Norway
- Sweden
- United Kingdom

INPUT

NOTES:

FPRE-KH-17c

Country Comparisons
Hardware Service Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

- Spain

INPUT

NOTES:

FPRE-KH-17d

Country Comparisons

Software Support Satisfaction

(1.0) Satisfaction Index Δ SI 0

Oversatisfied

- Belgium

INPUT

NOTES:

FPRE-KH-18a

Country Comparisons
Software Support Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Netherlands
- Switzerland

INPUT

NOTES:

FPRE-KH-18b

Country Comparisons
Software Support Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- West Germany
- Italy
- Norway
- United Kingdom

INPUT

NOTES:

FPRE-KH-18c

Country Comparisons

Software Support Satisfaction

1.0 Satisfaction Index Δ SI 1.5

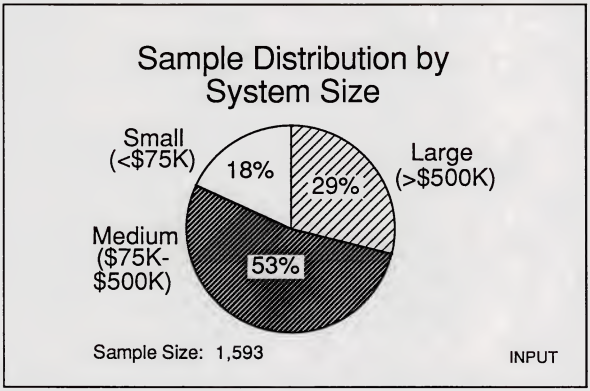
Concern

- France
- Spain
- Sweden

INPUT

NOTES:

FPRE-KH-18d



NOTES:

FPRE-KH-19

World Markets: 1988

	$ Billions				
	U.S.	Europe	Japan	RoW	Total
Computer Hardware	62	38	32	7	139
Hardware Maintenance	14	9	7	1	31
Data Comm. Hardware	16	8	5	2	31

INPUT

NOTES:

FPRE-KH-20

World Markets: 1988

	$ Billions				
	U.S.	Europe	Japan	RoW	Total
Data Comm. Maintenance	4	1	1	<1	7
Software	23	9	14	5	51
Computer Services	51	26	7	2	86
Total	170	91	66	18	345

INPUT

NOTES:

FPRE-KH-21ab

World Markets: 1993

	$ Billions				
	U.S.	Europe	Japan	RoW	Total
Computer Hardware	101	58	58	14	231
Hardware Maintenance	18	15	8	3	44
Data Comm. Hardware	30	13	9	6	58

INPUT

NOTES:

FPRE-KH-22

World Markets: 1993

	$ Billions				
	U.S.	Europe	Japan	RoW	Total
Data Comm. Maintenance	6	2	2	1	11
Software	60	28	37	14	139
Computer Services	99	60	23	5	187
Total	314	176	137	43	670

INPUT

NOTES:

FPRE-KH-23ab

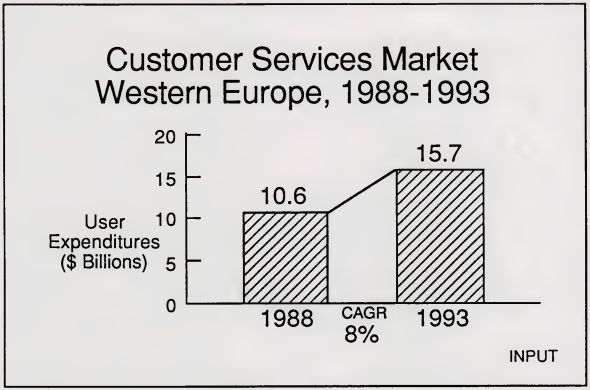
Service Market Analysis

- Growth Areas
- New Service Offerings
- Competition

INPUT

NOTES:

FPRE-KH-24



NOTES:

FPRE-KH-25

INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

FAX TRANSMITTAL FORM

DESTINATION: MV

FAX NUMBER :

ATTENTION : ANDREA JERIS

Telephone Number/Location

NUMBER OF PAGES: 1 of 22

CONFIDENTIAL CORRESPONDENCE YES ____ NO ✓

URGENT YES ✓ NO ____

DESCRIPTION

• ANDREA - I NEED SOME SLIDES FOR A CONFERENCE PRESENTATION - ATTACHED

• HARD COPY + SLIDES NEEDED BY FRIDAY 17 FEB IN LONDON LATEST - AM I IMPROVING IN 'NOTICE TIME'

• PLEASE FAX ANY QUERIES THIS WEEK AS I AM AWAY 5 FEB - 14 FEB. I WILL SEND SOME MORE TOMORROW.

• MANY THANKS - IT WAS NICE TO MEET YOU IN M.V.

Keith

****

FROM: KEITH HOCKING

DATE: 2 FEB 89

INPUT
Project Charge Code: ____

1

THE ROLE OF MARKET RESEARCH IN CUSTOMER SERVICE

INPUT

2

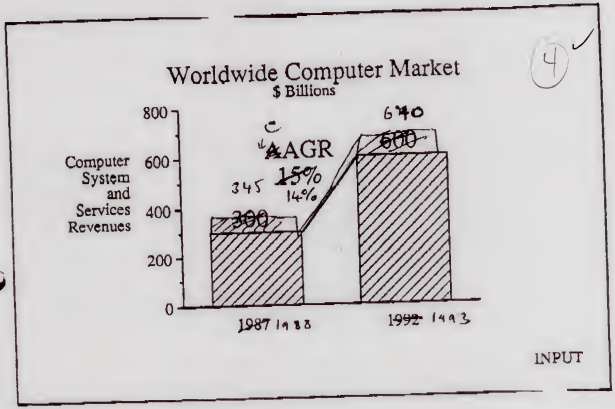
- 'INFORMATION' GATHERED OBJECTIVELY
- HELP PLAN STRATEGIES FOR SUCCESS IN SERVICE
- ANNUAL TRENDS EUROPE
- 'BENCHMARK' USER SATISFACTION

[redacted]

3

ANALYSIS OF :-

- COMPUTER MARKETS
- CUSTOMER SERVICE MARKETS
- VENDORS' SERVICE OFFERINGS
- USERS - SERVICE RECEIVED
  - SERVICES NEEDED



NOTES:

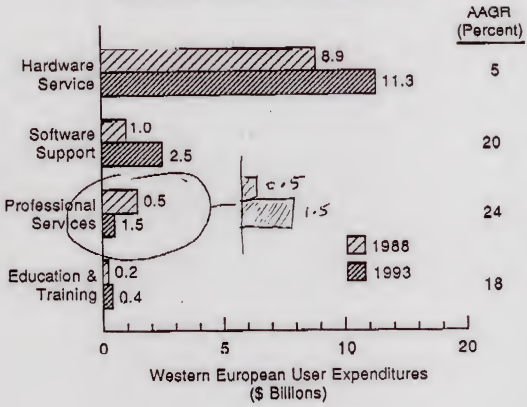
SLIDE PL - 2a

- Look at overall computer market for hardware and services (end user expenditure).
- Worldwide figures.
- 300 billion dollars 1987 - double in 1992 to 600 billion dollars.
- By 1995 all systems installed will have been replaced or obsolete, service organisations need to be ready to exploit these opportunities.

CAFS IV-5

5

CUSTOMER SERVICE MARKET— SERVICE SECTOR ANALYSIS



6

CAE8 III-4

← Broken HEADING

SOFTWARE SUPPORT SATISFACTION

Satisfaction Index Δ SI

0 | 0.5 | 1.0 | 1.5

Most Satisfied	Least Satisfied	Concern
• Hotline • Capacity Tuning • On-Site Support • Consultancy/ Planning • Remote Diagnostics • Problem Database	• Telephone Fix Speed • Telephone Access • Software Updates • Software Installation • Training	• Engineer Skills • Documentation

↑ slide 1 (6) ✓

↑ slide 2 (7) ✓

↑ slide 3 (8) ✓

CAE8 III-2

Andrew Harding

HARDWARE SERVICE SATISFACTION

Satisfaction Index Δ SI

0 — 0.5 — 1.0 — 1.5

Most Satisfied	Least Satisfied	Concern
• Consultancy/ Planning • Training • Telephone Support • Service Administration • Remote Diagnostics • Out-of-Hours	• Engineer Skills • Problem Escalation • Back-Up Support • Call Handling • Documentation	• Spares Availability

THIRD SLIDE 11

SECOND SLIDE 10

ONE SLIDE 9

(I am assuming you can't make 'one' slide of this.

CAES III-5

MAJOR CHALLENGES AND ISSUES

- Deterioriation In User Satisfaction
  - Software Support
  - System Failure Rates
  - Systems Availability
  - Response/Repair

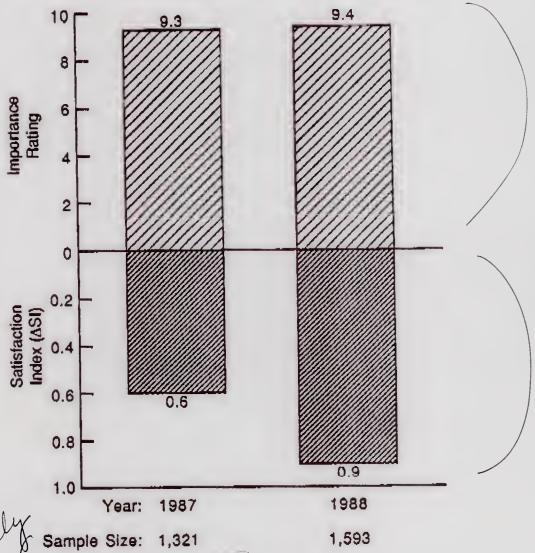
- Hardware Service
  - Engineer Skills
  - Spares Availability

- Software Support
  - Engineer Skills
  - Documentation

12

CAE8 III-6

SYSTEMS AVAILABILITY TRENDS

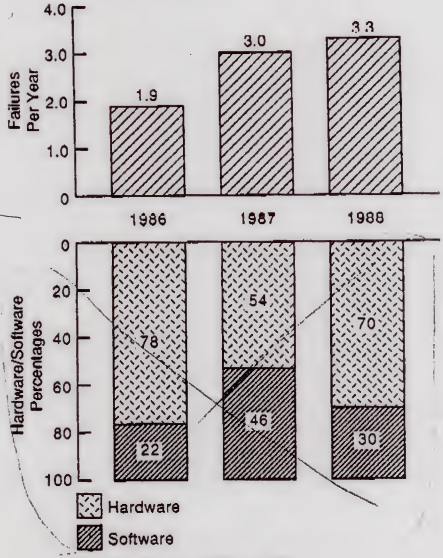


hc only

13

CAE8 III-7

SYSTEM FAILURE RATE TRENDS



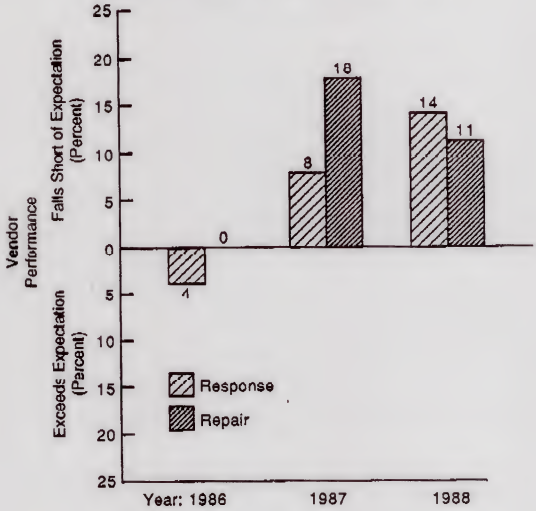
Sample Sizes: 1988 = 1,593
1987 = 1,321
1986 = 814

hc only

14

CAE8 III-8

HARDWARE SERVICE RESPONSE/REPAIR TIME TRENDS



Sample Size: 814 1,321 1,593

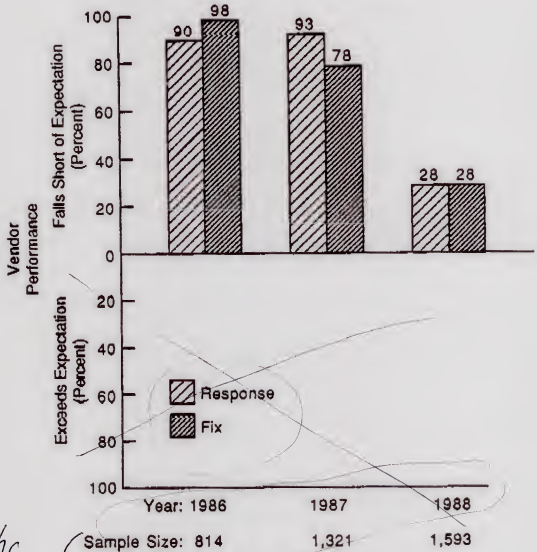
Percentages Have Been Rounded.

on hc only

15

CAE8 III-9

SOFTWARE SUPPORT RESPONSE/FIX TIME TRENDS



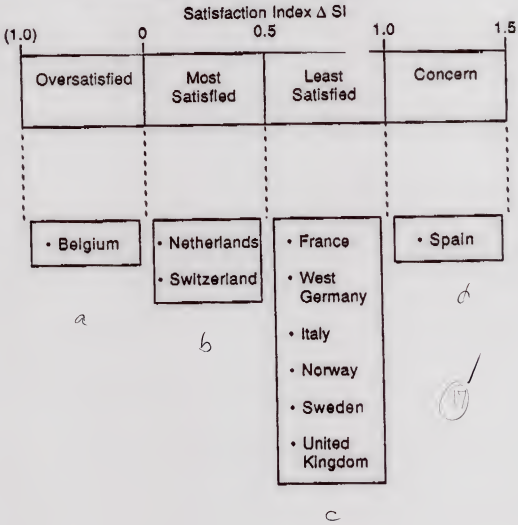
Percentages Have Been Rounded.

hc only

16

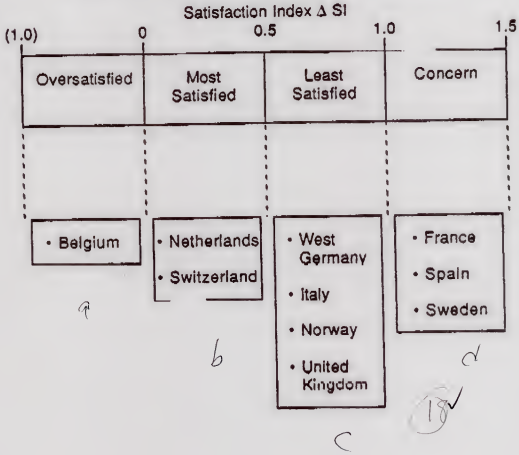
CAE8 III-11

COUNTRY COMPARISONS
HARDWARE SERVICE SATISFACTION

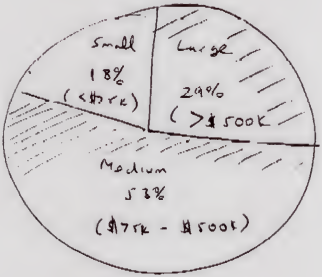


CAE8 III-12

COUNTRY COMPARISONS
SOFTWARE SUPPORT SATISFACTION



Sample Distribution by System size



hc only

Sample size 1593

19

World Markets: 198~~9~~ 8

$ Billions

	US	EUROPE	JAPAN	ROW	TOTAL
Computer Hardware	~~54~~ 62	~~33~~ 38	~~28~~ 32	~~67~~	~~121~~ 139
H/W Maintenance	~~12~~ 14	~~8~~ 9	~~6~~ 7	1	~~27~~ 30
Data Comm. Hardware	~~14~~ 16	~~7~~ 8	~~4~~ 5	2	~~27~~ 31

INPUT

20

SLIDES PL - 3 and 3a

- Estimated world markets split by U.S., Japan, Europe, rest of the world in 1992.

CSPE PL-3

World Markets: 1988

	US	EUROPE	JAPAN	ROW	TOTAL
Data Comm. Maintenance	4	1	1	<1	7
Software	23	29	14	5	51
Computer Services	51	26	7	2	86
TOTAL	170	96	66	18	345

INPUT

NOTES:

- Computer services- Network services) - 125
  - Consultancy) - 205
  - Custom software) - 505
  - Turnkey systems).
- Hardware is 49% of world market.
- Europe 26% ($80 billion) of world market.
- Overall customer hardware service ($33 billion) 11%.
- Software business $44 billion.

CSPE PL-3a

World Markets: 1992

3

$ Billions

	US	EUROPE	JAPAN	ROW	TOTAL
Computer Hardware	~~88~~ 101	~~50~~ 58	~~50~~ 58	~~12~~ 14	~~200~~ 231
Maintenance	~~16~~ 18	~~13~~ 15	~~7~~ 8	~~2~~ 3	~~38~~ 44
Data Comm. Hardware	~~26~~ 30	~~11~~ 13	8 9	~~5~~ 6	~~50~~ 58

INPUT

22

NOTES:

15% would be across NACR

[illegible] would be [illegible]

CSPE PL-4

World Markets: 1992 3

$ Billions

	US	EUROPE	JAPAN	ROW	TOTAL
Data Comm. Maintenance	~~5~~ 6	2	2	1	~~10~~ 11
Software	~~52~~ 60	~~24~~ 28	~~32~~ 37	~~12~~ 14	~~120~~ 139
Computer Services	~~86~~ 99	~~52~~ 60	~~20~~ 23	~~4~~ 5	~~162~~ 187
TOTAL	~~273~~ 314	~~152~~ 176	~~119~~ 137	~~36~~ 43	~~600~~ 670

INPUT

NOTES:

SLIDES PL - 4 and 4a

- Overall growth per annum forecast at 15%.
- Note decreased percentage of hardware in 1992 from 50% in 1987 to 42% in 1992.
- Increased percentage taken by software and computer services underlines the need for vendors to be involved in all aspects of service.
- Hardware vendors positioning themselves as 'solution' companies.

CSPE PL-4a

SERVICE MARKET ANALYSIS

- GROWTH AREAS
- NEW SERVICE OFFERINGS
- COMPETITION

24

CAEB IV-4

CUSTOMER SERVICES MARKET WESTERN EUROPE, 1988-1993