

Trends, Issues and Opportunities in Western European Customer Services

Ken Carter
Senior Consultant
Customer Service Programme
INPUT

Customer Services Opportunities

- Quality
- Single source
- Total solution
- Software support
- Professional services

INPUT

Notes

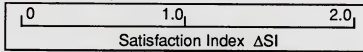
Hardware Service Quality Image

Weighted Response

IBM 0.5 ICL

Bull
Digital

Unisys
Siemens
Amdahl



Digital Amdahl
Bull Siemens
Unisys ICL

IBM 0.8

Reflex Response = Quality Image

INPUT

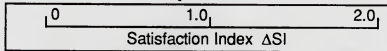
Notes

Software Support Quality Image

Weighted Response

IBM 0.8

Amdahl ICL
Bull Siemens
Digital Unisys



Digital
Siemens



Amdahl
ICL
Unisys

IBM 1.0

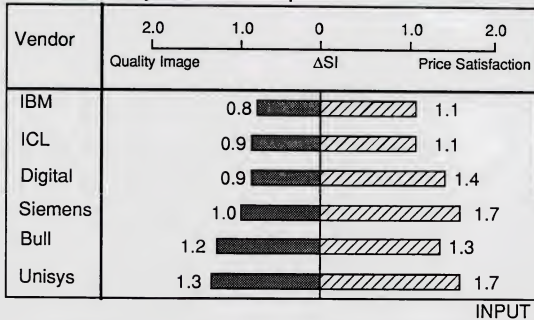
Bull

Reflex Response = Quality Image

INPUT

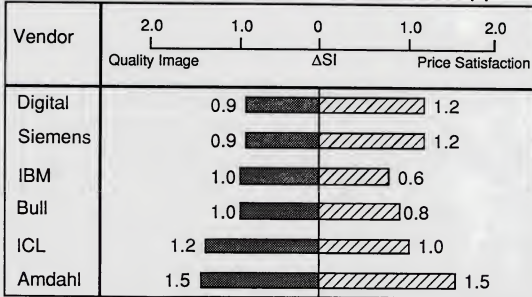
Notes

Price/Quality Relationship—Hardware Service



Notes

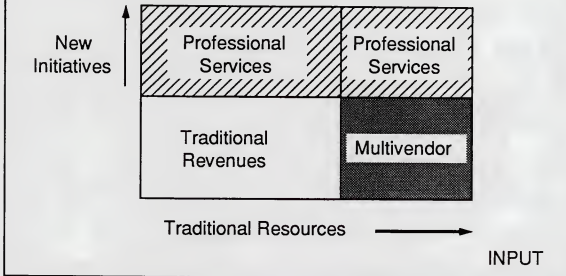
Price/Quality Relationship—Software Support



INPUT

Notes

Customer Services Revenue Opportunities



Notes

User Single Source Service Preference

	Percent	
	1989	1988
Preference for Single Source Service	78	68
Principal System Supplier	85	88
Another System Supplier	10	5
Other	5	7

INPUT

Notes

Vendor Single Source Strategies

- 90% single source
- Total solution
 - Communications
 - Office equipment
 - Professional services

INPUT

Notes

Software Support Opportunities

- Systems
- Applications
- Individual software support pricing

INPUT

Notes

Professional Services

- Interest increasing
- Penetration increasing

INPUT

Notes

Professional Services

- Market forces
 - High interest
 - Promotion

INPUT

Notes

Professional Services

- Market factors
 - Missionary marketing
 - Vendor capability and resources
 - Integrity and security

INPUT

Notes

Professional Services

- Market inhibitors
 - Preconceptions
 - Resistance

INPUT

Notes

Professional Services Opportunities

- Main user requirements
 - Disaster recovery
 - Consultancy
 - Software evaluation
 - Cabling
 - Problem management

INPUT

Notes

FROM INPUT LTD

11. 6.1989 13:29

P. 1

FAX TRANSMITTAL FORM

INPUT

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

DESTINATION : INPUT MV

FAX NUMBER : 0101 415 961 3966

ATTENTION : A JERIS

Telephone Number/Location _____

NUMBER OF PAGES: 1 of 8

CONFIDENTIAL CORRESPONDENCE: YES NO _____

URGENT : YES NO _____

DESCRIPTION

REF MY IBM PRESENTATION (FAY
FRI 3 NOV) I HAVE REVIEWED
THE SLIDES WITH PETER LINES.
RESULT IS SOME CHANGES THAT
SIMPLIFY THE SLIDES - GOOD NEWS FOR YOU.
COPY OF SLIDES MODIFIED IS
ATTACHED

Many Thanks
KJ

FROM : KEN CARTER

DATE : 6 NOVEMBER 1989

INPUT: _____

Project Charge Code: CSPE



FAX TRANSMITTAL FORM

INPUT

RICCADOLI HOUSE
33-37 REGENT STREET, LONDON W1R 4NF
TEL NO 1 493 8945 TELE FAX 113
FAX INTL NO 3179

DESIGNATION : INPUT MV
FAX NUMBER : 011 415 961 3966
ATTENTION : AUREA JERIS

Telephone Number/Location _____

NUMBER OF PAGES: 1 or 16

CONFIDENTIAL COMPROMISE CR: YES _____ NO

URGENT : YES NO _____

DESCRIPTION

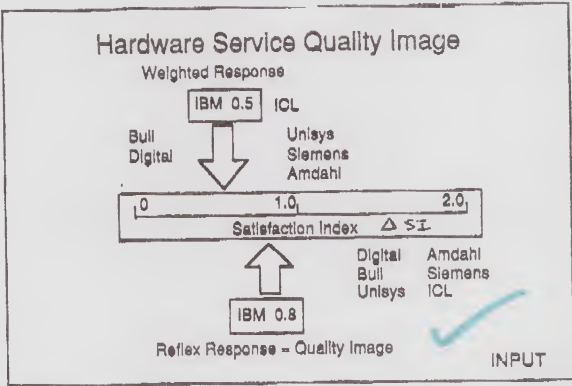
- ① ANDREA - AS WE DISCUSSED, MY SLIDES ARE KEW IS FOR A PRESENTATION TO IBM EUROPE.
 - ② I NEED HARD COPY BY 15 NOVEMBER (LONDON) SO IBM CAN INCLUDE IN CONFERENCE HAND OUT (I NEED TO GET THEM TO BRUSSELS BY 17 NOVEMBER.
 - ③ IF ANY OF THE SLIDES ARE TOO COMPLEX (I HOPE NOT) PLEASE CALL AND I WILL SIMPLIFY. MANY THANKS
- FR: JUST RESETED SERVICE UPDATE, THANKS
REAL GOOD - WE + DONE

FROM : KEW CARTER

DATE : 3 NOVEMBER 1989

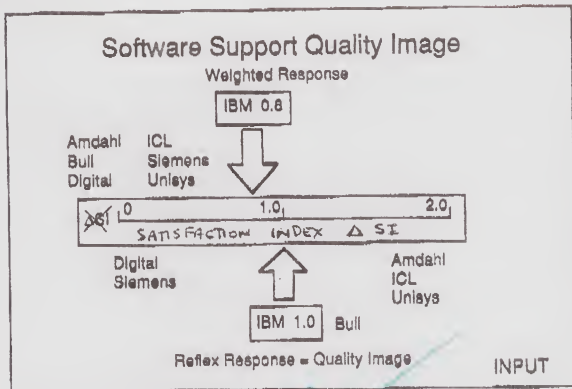


SENT BY: INPUT (MTN VIEW) ; 11- 6-89 11:31AM ; 4159603966- 01 629 0179;#25



Notes





Notes



FAX TRANSMITTAL FORM

INPUT

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


DESTINATION : INPUT MV
FAX NUMBER : 0101 415 961 3966
ATTENTION : CALVIN WADE
Telephone Number/Location _____

NUMBER OF PAGES: 1 of 3

CONFIDENTIAL CORRESPONDENCE: YES _____ NO

URGENT : YES NO _____

DESCRIPTION

- TWO MINOR CORRECTIONS FOR MY SLIDES. MY ERROR NOT YOURS
 - MANY THANKS FOR LIGHTNING RESPONSE
 - PLEASE GO AHEAD WITH FINAL SLIDES AND HARD COPY
 - YOU SHOULD BE AWARE THESE SLIDES ARE NOT FOR THE INPUT CONFERENCE BUT A SPECIAL PRESENTATION TO ISM
- MANY THANKS & BEST REGARDS 

FROM : FEN CARTER

DATE : 7 NOVEMBER 1989

INPUT: _____


Project Charge Code: CSFC




Page: 1 of 100

Date: 2007-11-10

TRENDS, ISSUES AND OPPORTUNITIES
IN
WESTERN EUROPEAN CUSTOMER SERVICE



GEN CARTER
SENIOR CONSULTANT
CUSTOMER SERVICE PROGRAMME
INPUT EUROPE





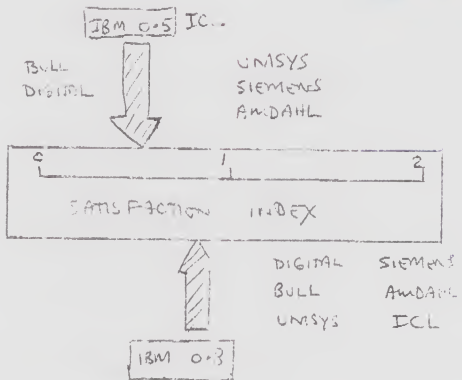
CUSTOMER SERVICES OPPORTUNITIES

- QUALITY
- SINGLE SOURCE ✓
- TOTAL SOLUTION
- SOFTWARE SUPPORT
- PROFESSIONAL SERVICES



HARDWARE SERVICE QUALITY IMAGE

WEIGHTED RESPONSE ✓



INDEX RESPONSE = QUALITY IMAGE

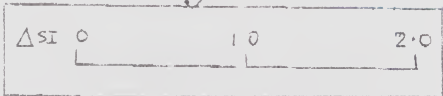


SOFTWARE SUPPORT QUALITY IMAGE

WEIGHTED RESPONSE

AMDAHL ICL
 BULL SIEMENS
 DIGITAL UNISYS

IBM 10.8



DIGITAL
SIEMENS



AMDAHL
ICL
UNISYS.

IBM 1.0

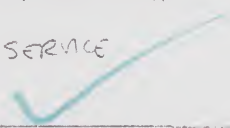
BULL



REFLEX RESPONSE = QUALITY IMAGE



PRICE / QUALITY / RELATIONSHIP
 HARDWARE SERVICE



VENDOR	QUALITY IMAGE		Δ	PRICE SATISFACTION	
	2.5	1.0		1.0	2.0
IBM	0.5				1.1
IBM	0.9				1.0
DIGITAL	0.9				1.4
SIEMENS	1.0				1.7
BULL	1.0				1.3
UNISYS	1.3				1.7



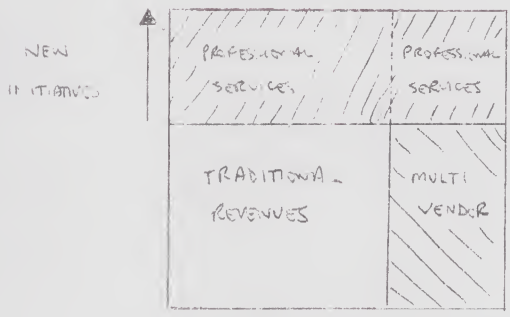


PRICE / QUALITY RELATIONSHIP SOFTWARE SUPPORT

VENDOR	QUALITY INDEX		PRICE	QUALITY INDEX
	0	10		
DIGITAL	0.8		0.2	
SIEMENS	0.9		0.3	
IBM	1.0		0.6	
BULL	1.0		0.8	
ECL	1.2		1.0	
AMDAHL	1.5		1.5	



CUSTOMER SERVICES REVENUE OPPORTUNITIES





USER SINGLE SOURCE SERVICE PREFERENCE

		PERCENT	
		1989	1988
MEMBER WANT PREFERENCE FOR SINGLE SOURCE SERVICE		78	78 68
WHO THAT MEMBER SHOULD BE	PRINCIPAL MEMBER SYSTEM MEMBER SUPPLIER	85	85 88
	ANOTHER SYSTEM MEMBER MEMBER SUPPLIER	10	10 5
	OTHER	5	5 7

~~MEMBER~~

~~MEMBER~~



8



SINGLE SOURCE SERVICE PREFERENCE

		PERCENT
USERS WITH PREFERENCE FOR SINGLE SOURCE SERVICE		78 (68)
WHO THAT VENDOR SHOULD BE	MAIN HARDWARE SUPPLIER	85 (88)
	ONE OF THE HARDWARE SUPPLIERS	10 (5)
	OTHER	5 (7)

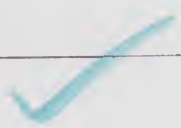
1989 DATA

() = 1988



VENDOR SINGLE SOURCE STRATEGIES

- 90% ~~XXXXXXXXXX~~ SINGLE SOURCE
- ~~XXXXXXXXXX~~ TOTAL SOLUTION.
 - ~~XXXXXXXXXX~~ COMMUNICATIONS
 - ~~XXXX~~ OFFICE EQUIPMENT
 - ~~XXXXXXXXXX~~ PROFESSIONAL SERVICES



9
(REV)



VENDOR SINGLE SOURCE STRATEGIES

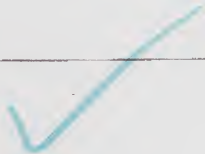
- 90% OF VENDORS HAVE OR ARE PLANNING SINGLE SOURCE
- SINGLE SOURCE IS EVOLVING INTO TOTAL SOLUTION.
 - BY INCLUDING COMMUNICATIONS AND OFFICE EQUIPMENT
 - ALIGNMENT OF PROFESSIONAL SERVICES





SOFTWARE SUPPORT OPPORTUNITIES

- ~~SOFTWARE SUPPORT OPPORTUNITIES~~ SYSTEMS ~~DATA~~
- APPLICATIONS ~~SOFTWARE SUPPORT~~
- ~~SOFTWARE SUPPORT OPPORTUNITIES~~
~~SOFTWARE SUPPORT OPPORTUNITIES~~
INDIVIDUAL SOFTWARE SUPPORT
PRICING



10

(REV)



SOFTWARE SUPPORT OPPORTUNITIES

- ALIGNMENT OF SYSTEMS AND APPLICATIONS SOFTWARE SUPPORT
- VENDORS ARE CONFUSED AND USERS EVENLY SPLIT OVER BUNDLED OR INDIVIDUAL SOFTWARE SUPPORT PRICING





~~MARKET~~ SERVICES

PROFESSIONAL SERVICES

- ~~MARKET~~ INTEREST
~~MARKET~~ INCREASING
- ~~MARKET~~ PENETRATION ~~MARKET~~
INCREASING



11

(P. 5)



CUSTOMER SERVICES

PROFESSIONAL SERVICES

- USER LEVELS OF INTEREST ARE INCREASING
- MARKET PENETRATION IS INCREASING



11



PROFESSIONAL SERVICES

• MARKET FORCES

- HIGH INTEREST ~~WILL BE A PROBLEM~~

- PROMOTION ~~WILL BE A PROBLEM~~

~~A LOW INTEREST IS NOT A PROBLEM~~



12
(REV)



PROFESSIONAL SERVICES

- MARKET FORCES
 - HIGH INTEREST INDICATES OPPORTUNITY
 - PROMOTION STIMULATES INTEREST
 - LOW INTEREST IS NOT AN INHIBITION



12



PROFESSIONAL SERVICES

- o MARKET ~~NEEDS~~ FACTORS
 - MISSIONARY MARKETING
 - VENDOR CAPABILITY AND RESOURCES
 - ~~NEEDS~~ INTEGRITY AND SECURITY



13

(REV)



PROFESSIONAL SERVICES

o MARKET DRIVERS

- MISSIONARY MARKETING

- VENDOR CAPABILITY AND RESOURCES

- NEEDS OF INTEGRITY AND SECURITY



13



PROFESSIONAL SERVICES

- MARKET INHIBITORS
 - ~~WARR~~ PRE-CONCEPTIONS
 - ~~ADD~~ RESISTANCE



14
(REV)



PROFESSIONAL SERVICES

- MARKET INHIBITORS

- USER PRE-CONCEPTIONS
AND RESISTANCE



PROFESSIONAL SERVICES OPPORTUNITIES

• MINOR USER REQUIREMENTS

- DISASTER RECOVERY
- CONSULTANCY
- SOFTWARE EVALUATION
- CABLING
- PROBLEMS MANAGEMENT

15

