

## The Customer Service Landscape is Changing. You Need an Experienced Guide.

*“Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.”*

Through the Looking-Glass

Aren't customer support organizations today in the same situation Lewis Carroll described? The problems get harder:

- Products are more complex
- Multiple vendors get involved

Customer demands are higher:

- Requests come 24/7
- Users expect one-touch resolution

Budgets are tighter than ever as you sell more products and services. **What can you do?**

### Customer Service, Act I: Enter CRM

CRM was supposed to help break out of this cycle by providing an integrated way of conducting and tracking customer interactions across channels. Over time, CRM systems became more sophisticated in the channels they support (phone, email, web, chat, etc.), in the number of business processes they enable, in the business analytics they deliver, and the industry-specific features they provide.

But CRM alone doesn't deliver ROI. You don't want to just track customer interactions; you need to reduce their cost. You don't want to just analyze your service delivery; you need to quantify your organization's value to the bottom line. And, whoever may be helped by an integrated system across sales, marketing, and service, it's probably not you.

CRM can be an important part of making the service organization work better. But whether you've invested \$100K or \$10M on your CRM system, you know you need something more.

### Customer Service, Act II: Unified Service Practices

Leading high-tech companies are starting to see the benefits of a set of business practices for next-generation customer service. These practices integrate different components of customer service that are typically operated separately—components like customers and support staff, self- and assisted service, and companies and their partners. We call them Unified Service Practices, and they include:

1. ***Adding customers into the mix.*** Support organizations often see customers as the problem—or, at least, the passive recipients of support. But no one has more timely information about your products' performance in the real world. And no one has more expertise about using your products for specific tasks. Unified Service Practices recognize that if you help your customers help each other, you not only avoid costly support incidents, but you also build loyalty and offer otherwise unavailable expertise. Customers aren't the problem, but they can be part of the solution.
2. ***Integrating knowledge capture and delivery.*** Too often, customers get different answers from a self-service site and from your support staff. Or, lessons learned by support analysts aren't shared with users—or even other agents. Knowledge Centered Support (KCS), defined by the Consortium for Service Innovation, is an step towards addressing these issues. Unified Service Practices extend this model in a practical way to assisted, self-, and peer support so each can benefit from the others.

3. **Managing performance consistently.** If you listen to the people who measure results in a service contact center and then to the people who measure an e-service web site, you'd never guess they were talking about the same fundamental business process. Hits or first call close rate? Unique users or time to resolution? In Unified Service Practices, different modes of service are measured consistently in a way that allows the whole enterprise to evaluate the results of service activity, and the costs and causes of service are evaluated by integrating information across all channels.
4. **Extending service across partners.** Your business operates as part of a network of other companies—what Don Tapscott, in Digital Capital, calls a “business web.” Increasingly, problems that come to your organization involve other products and services, as well as—or instead of—your own. And your products are, like it or not, serviced by your channel partners, integrators, and other vendors. This results in cost and frustration: industry research shows multivendor problems can be 17 times more expensive to resolve. Unified Service Practices turn this problem into an opportunity by allowing you to create multivendor support offerings that foster customer relationships but leverage the knowledge available from your partners.

### DB Kay & Associates Can Help

DB Kay & Associates works with leading high-technology companies to develop Unified Service Practices, and to select and deploy advanced technology to support those practices. DB Kay & Associates will

- Assess current customer service processes and technology, quantifying possible returns on improvements
- Develop a strategic plan for improvements, providing a practical roadmap for cost-savings and enhanced customer satisfaction

- Create a business case for specific improvements, providing a credible model for evaluating investments
- Create RFPs/RFIs and facilitate the vendor selection process, cutting through the technobabble to help you find the right technology partners.

### Why DB Kay & Associates?

David Kay, principal of DB Kay & Associates, is a service industry thought leader. He has been recognized by the Consortium for Service Innovation for his contributions to the “Support Futures” and “Self-Organizing Enterprise” initiatives, and is co-inventor of six pending patents covering the use of next-generation technology in customer service. He held leadership roles at an advanced technology vendor, Kanisa Inc., for almost five years, where he worked with industry-leading support organizations at Microsoft and Apple and vendors such as Siebel and Genesys to develop foundations of Unified Service Practices. Kay has spoken at numerous conferences and has written a variety of papers on knowledge and customer support technology and practices. His background includes developing and applying knowledge technology for customer service, e-commerce, business intelligence, and national intelligence analysis.

### Ready To Start With Unified Service Practices?

DB Kay & Associates will start by meeting you for a free, no-obligation assessment of the opportunities your organization has to reduce cost and increase customer satisfaction with Unified Service Practices.

Call or email today:

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