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## Research Insight: Journey to Predictive Service

### Service Leader's Major Focus Areas (5-Year Plan)



### Digital Transformation Maturity Framework (Modernization vs. Digital Transformation)

	Customer Relationship				Transformative (more mature)	
					REACTIVE	
	-		Strategic		PREVENTATIVE +	
	Transactional (less mature)		REACTIVE + PREVENTATIVE + PREDICTIVE		PREDICTIVE + PROACTIVE + OUTCOME-BASED	
Service Delivery	REACTIVE					
Model	PREVENTATIVE					
Business Characteristics	<ul> <li>Customer-focused culture</li> <li>Unsophisticated, localized technology stack</li> <li>Information siloes prevalent</li> </ul>		<ul> <li>More strategic customer relationship</li> <li>Partially developed technology stack</li> <li>Some transparency across siloes</li> </ul>		<ul> <li>Transformative customer/provider relationship</li> <li>Sophisticated, integrated technology stack</li> <li>Complete visibility across organization</li> </ul>	
Digital Transformation Stage	<ul> <li>Paperwork and managed spreadsheets</li> <li>Homegrown technologies</li> <li>Rigid on layering new technology into business</li> </ul>		<ul> <li>Reactive digitization</li> <li>Patchwork technology</li> <li>Pockets of transformation</li> </ul>		<ul> <li>Standardized systems across regional businesses</li> <li>Empowerment infrastructure for partners</li> <li>Early technology adopters</li> </ul>	
Performance Measurement Approach	<ul><li>Data lakes of unstructureddata</li><li>Unsophisticated dashboards</li><li>Annual review of analytics</li></ul>		<ul> <li>Knowledge portals from structured data</li> <li>Real-time dashboards</li> <li>Weekly/monthly review of analytics</li> </ul>		<ul> <li>Just-in-time data</li> <li>Real-time dashboarding with proactive internal/external stakeholder support</li> <li>Artificial Intelligence/machine learning</li> </ul>	
KPI Achievement	First-Time Fix Rate	$\frac{64\%}{64\%}$	First-Time Fix Rate	Customer Satisfaction $84\%$	First-Time Fix Rate	Customer Satisfaction $96\%$
	Employee Retention	Service Profit Margin	Employee Retention	Service Profit Margin 31%	Employee Retention 95%	Service Profit Margin

\* Findings from the Service Council's Annual KPIs and Metrics Benchmark Survey



#### Analyst Take

"Service Leaders continue to prioritize 'Technology Investments' both near term (2022) and long term (5-year plan). The tough challenge is threading the digitization of business processes together into a woven strategy, which would eliminate the patchwork approach many organizations have been taking. It takes a tightly woven strategy, which considers the intersection of technical and process roadmaps, to create success. Those organizations who have achieved this are realizing significant growth in increasing market share and improving their customer relationships as they evolve to be more transformative in nature."

John Carroll CEO & Founder

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