



Measuring the Impact of eService Success



ServiceWare

ServiceWare will help you quantify the impact of eService on your bottom line performance and operational processes.

At ServiceWare, we realize that investing in any new technology requires careful analysis of costs versus benefits. Your decision to deploy an enterprise-wide eService solution impacts both business processes and bottom line profits. And quantifying that impact requires an intense understanding of your business, the merits of knowledge management technology and analytical methodologies. That's why ServiceWare offers you the services of our Decision Integrity Team.



The Decision Integrity Team is comprised of experts in knowledge management who help you assess your enterprise service and support needs, identify measurable success factors and project the return on your investment in knowledge management.

ServiceWare's Decision Integrity Team consultants are among the very best in the industry. We will work hand-in-hand with your organization to understand your infrastructure, processes, and customer needs. Applying our expertise in knowledge management and analytical methodologies, we'll deliver a written analysis designed to help you:

- **Identify quantifiable measurements.**

We conduct a thorough business work flow analysis that includes identifying quantifiable "technology levers" or metrics—such as first call resolution rates, training costs, etc.—to measure the effects of introducing a technology change.

- **Set attainable goals.** We'll pinpoint areas for improvement in the efficiency and effectiveness of your service and support processes. We'll also help you identify areas where self service could reduce volume and where staffing and training costs can be reduced.

- **Project the business and financial impact.** Using computer-assisted

forecasting models, we'll produce a return on investment (ROI) analysis that includes cost and savings estimates and program breakeven and internal rate of return calculations. For the most realistic results, our projections are based on your "total cost of ownership" which includes implementation and maintenance outlays.

- **Identify change management needs.** After a thorough assessment of your environment and infrastructure, we'll provide an objective summary of potential risk factors—such as user skepticism and inadequate resource allocations—that could potentially hinder the results of your program if not proactively managed.

- **Develop post-implementation assessments.** Once your eService solution is implemented, we will help you assess the impact based on actual data. Our team will conduct a variance analysis versus projections and we'll make recommendations for further improvement.

By helping you establish important benchmarks against which your organization can monitor and report progress, the contributions of our Decision Integrity Team will have a long-term impact on the success of your eService program.



TIME-TESTED METHODOLOGY

To ensure that our analysis remains objective, thorough and realistic, the Decision Integrity Team's methodology is based on three underlying principles:

- **Client driven**

ServiceWare realizes that no vendor or third party knows your business as well as you do. We also realize that a new initiative such as knowledge management can only succeed if you, the customer, have confidence in the findings. After all, you must be willing to commit to the performance objectives that drive the return on investment.

- **Comprehensive**

Working with your team, we will explore all possibilities to leverage eService, improving your performance and maximizing your return on investment. As a result of our analysis, we often uncover potential improvement opportunities that were not even considered prior to the analysis.

- **Conservative**

Our ROI and business impact projections are conservative and practical. While taking such a low risk posture may mean that we understate the magnitude of the business impact of deploying an

eService solution, we believe it is prudent for you to set realistic, attainable goals. You will find our recommendations to be actionable and achievable. After all, we want to ensure the success of your program.

The goal is to help you make an informed decision—regarding both your choice of knowledge management as a technological solution and of ServiceWare as the most appropriate solutions provider.



A UNIQUE APPROACH TO DECISION SUPPORT

As a value-add to your purchasing decision process, ServiceWare's Decision Integrity Team takes an objective stance to help you arrive at the right eService decision. Unlike many so-called 'consultative' initiatives that are sales-oriented, ServiceWare's approach is truly consultative in nature and features analytical methodologies that lead to quantifiable business decisions with proven results.

Because we believe that ensuring the success of your investment in eService

is core part of our obligation as your eService provider, we complement our technology offering with the services of our Decision Integrity Team consultants. Trained to position your program's success through time-tested quantitative modeling and organizational change management, the Decision Integrity Team offers you their experience in helping leading companies worldwide deploy eService and its impact on the bottom line.

This approach, although unique to the typical technology sales process,

differentiates ServiceWare in the service and support industry. Through the efforts and expertise of the Decision Integrity Team, we have helped dozens of customers gain a keen understanding of both the costs and benefits of deploying an eService solution. As a result, they are assured of the best decision for their enterprise—and their customers. And, they are able to monitor, measure and report the ongoing impact of their decision to implement an eService solution within their organization.

1 2 3 4 FOUR TYPES OF BUSINESS IMPACT ANALYSES

We offer four approaches, each with a varied depth and scope of analysis. Based on your company's needs and stage in the eService technology assessment process, the Decision Integrity Team will apply one of its business impact protocols.

The ServiceWare Business Impact Suite

	Impact Scenario	Impact Profile	Impact Analysis	Impact Results
Assessment Type	Estimated	Projected	Detailed	Actual
Scope/Depth of Analysis	High level estimate of the impact of deploying eService technology relative to trends in your industry	Profile of your business strategy and results which includes an assessment of the potential impact based on similar ServiceWare experiences	Detailed analysis of operational work flow tactics and key technology levers, such as first call resolution and training costs	Post-implementation assessment of actual performance versus baseline levers, expectations and projections
Resource Commitment	Minimal	Moderate	Significant	Ongoing
Timeline	2-3 days	2-3 week cycle	4-5 week cycle	Post-Implementation



World Headquarters
333 Allegheny Avenue
Oakmont, PA 15139-2066
USA
800-572-5748
Tel: 412.826.1158
Fax: 412.826.0577

East Coast Office
Four Century Drive
Parsippany, NJ 07054-4680
USA
Tel: 973.540.1212
Fax: 973.292.9407

West Coast Office
100 Marine Parkway - Suite 125
Redwood Shores, CA 94065
USA
Tel: 650.551.8969
Fax: 650.598.9817

ServiceWare International
Wyvols Court
Swallowfield, Nr. Reading
Berkshire RG7 1WY
ENGLAND
Tel: +[44] (0) 118.988.0220
Fax: +[44] (0) 118.988.0390

info@serviceware.com
www.serviceware.com



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