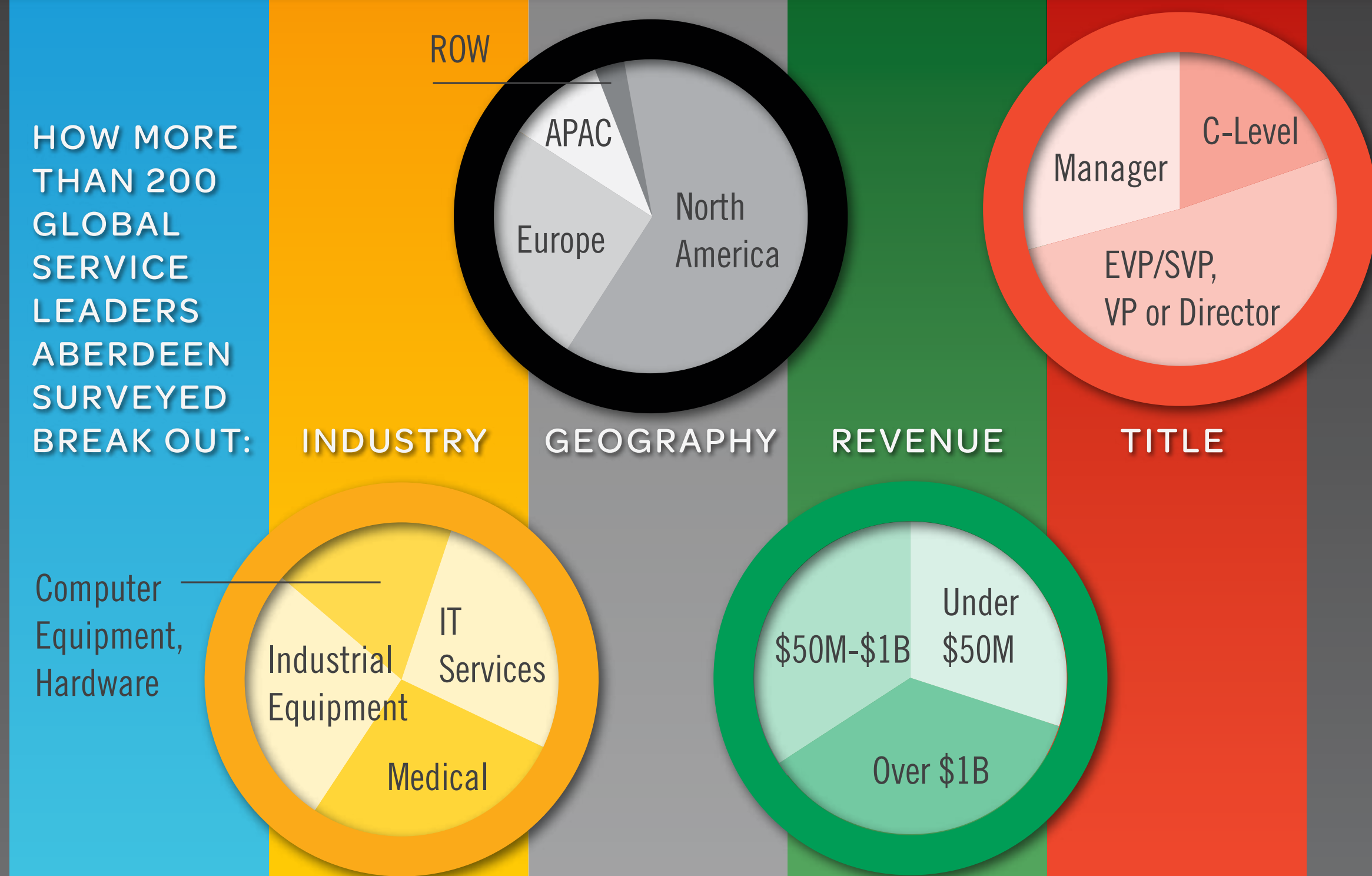


SERVICE PROVIDERS

GOING FOR THE GOLD

Among business executives who attended Aberdeen Group's 2011 Chief Service Officer Summit, most indicated their organizations were placing more importance on service, especially given current economic conditions. In a survey of more than 200 service leaders, Aberdeen uncovered what today's service leaders are doing—or planning to do—to help improve their service organizations and drive profit.

SIZE UP THE COMPETITION



ASSESS YOUR CHALLENGES

Among service leaders, competition for customer spend is heating up, which makes having a satisfied customer base even more important. Here are the top competitive and economic pressures driving service in 2012:

39% **44%** **57%**



GLOBAL ECONOMIC UNCERTAINTY



REDUCED CUSTOMER SPENDING



COMPETITION IN PRODUCT & SERVICE

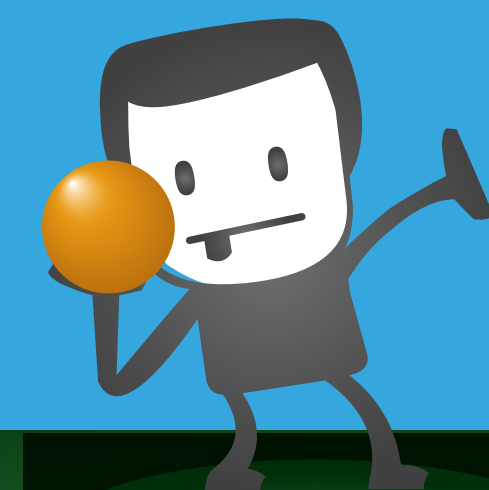
KEEP YOUR EYE ON THE PRIZE

Organizations have yet to reach the profitability they desire from their service businesses. On a scale of 1 (poor) to 5 (excellent) they rate themselves only slightly better than average in forecasting and meeting Service Profit and Loss.



But they're not losing site of their larger goal: **SATISFYING THEIR CUSTOMERS**

Aberdeen's survey reveals that, while the largest percentage of organizations is choosing to scale back service revenue goals, some organizations are refocusing their energies toward improving customer satisfaction and retention.

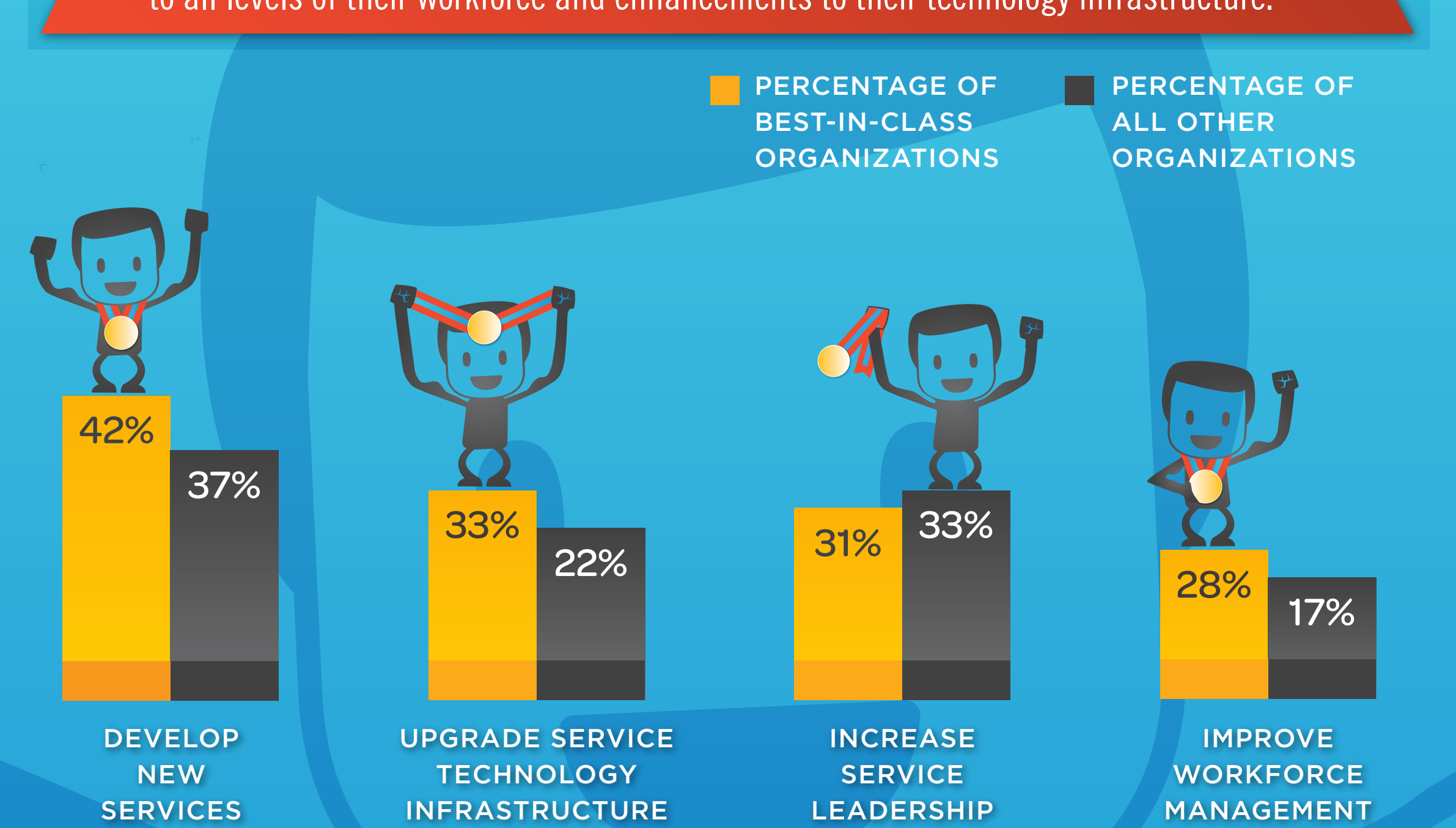


BREAK AWAY FROM THE PACK

To achieve customer satisfaction and revenue goals, service organizations are looking to provide new value-added services while offering additional pricing and contractual terms. These services are generally aimed at:



BEST-IN-CLASS ORGANIZATIONS are prioritizing internal improvements to all levels of their workforce and enhancements to their technology infrastructure.



CONGRATULATIONS

The continued success of your organization demands that you perform above and beyond your customers' expectations. Today's organizations can't just resolve customer issues—they must win loyalty through innovative, lasting service. With the right strategy, training, and follow-through, that's a formula for success in any economy.