

# Interaction Satisfaction




highlight  
see clearly



# Overview

Even though customer satisfaction is vital,  
it's not enough to guarantee customer retention

Service providers, in competitive markets, need to go beyond satisfaction, to ensure their offerings are differentiated from other, similar services. Tools that help give the right impression of your service and service delivery organisation are key to managing perceptions and reaching the decision makers directly.



Delivering delight is much easier, when the tools you use to communicate the value of your service are purpose-designed to make that clear.



# Introduction

It has been said that satisfaction equals perception minus expectation. To satisfy customers, you need to manage both, but how?



## The Problem

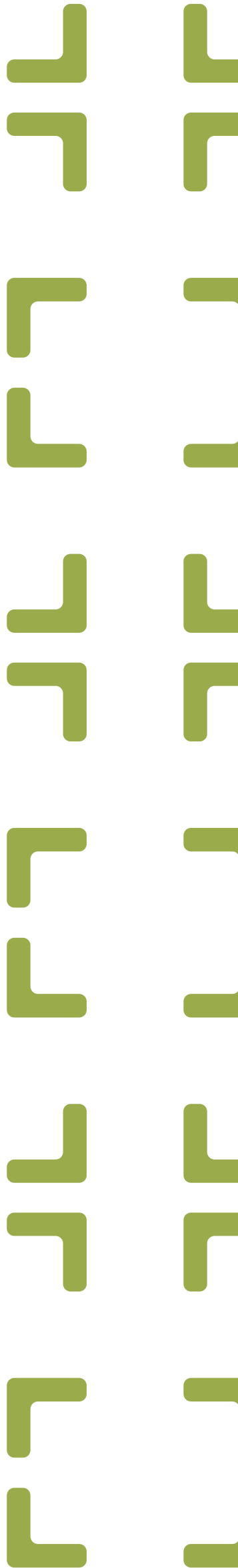
While satisfaction is certainly necessary for customer retention, it's not actually enough. Plenty of customers, who said they were satisfied, changed suppliers anyway. Satisfaction doesn't always equate to retention.

**What matters most is that you impress and satisfy the influencers and decision makers.** Executives that have the final say on whether to use your service rarely participate in *Net Promoter Score* surveys. Reaching the decision makers and giving them a consistently excellent customer experience is more predictive of retention rates than end user satisfaction scores.



## The Solution

What decision makers want is responsive service delivery (as do end users). They want responsive applications that don't make them wait, responsive networks that support high-performance, business-critical applications and responsive support people, if things go wrong. When there are issues, they want them to be resolved quickly. SLA success is their default expectation.



As a service provider, your service delivery people want job satisfaction, or they will be hard to retain. They need the tools to help them do a satisfying job, providing high-quality, dynamic services

Customers who adopt your service have their own employees, who want tools to help them do a satisfying job, too. Tools that help them meet the expectations of their customers and provide positive perceptions of digital competence about their organisation are key.

Maintaining high quality experiences is crucial, at every level of interaction between service providers, their customers and their customers' customers

*“We will regularly put Highlight on our customers’ global networks so that they can look at it and see that’s exactly what I want. It’s doing exactly what I want.”*

# The problem with customer satisfaction

Reputation and word of mouth recommendations are both effective and precious

Raising your *Net Promoter Score* means more people would recommend you to their friends. For people to put the trust of their friends at risk, to recommend you, means you would have to deliver something reliably extraordinary.

The problem with reputation and word of mouth recommendation is that they are so easy to lose and very hard to gain

High quality services are very difficult to deliver and the mean time to resolve anything will suffer, if the tools in use are:

- Fragmented
- Siloed
- Keeping data away from the necessary people
- Convoluted
- Showing bamboozling workflows
- Drowning users in a sea of irrelevancy

Service delivery can be challenging enough, but to deliver excellence all the time, to maintain your reputation, requires the right service delivery tools. It's as important to communicate the quality of your service as it is to maintain its technical integrity. Delivering the best service possible won't automatically lead to renewals, if nobody in a decision-making capacity knows about it.

## The value of your service must be demonstrated

Many service delivery tools hide the information away from business-level users, who need to see it and understand it, to appreciate the quality of the service you are delivering. Impressing network engineers and IT operatives isn't going to help retention.

**They don't make the decisions. Executives do.**

Executives want to know that their business needs are being met, through the service you provide

Putting engineering tools on executive desks doesn't help, because the data isn't credible if it's incomprehensible. Things should be presented as simply as possible, but no simpler. Patronising the influencers and decision makers is not going to lead to retentions and contract renewals either.

Instead of waiting for infrequent service reviews to show the value of your offering, it's better to make the right impression, to the right people – people that are often very busy and hard to access – the whole time. If they can see the value of the service for themselves at a glance, through a clear, uncluttered, trustworthy status dashboard, the case for staying with you becomes obvious.



# Making the right impression

Highlight is the ambassador for the quality and value of your service, situated on the enterprise screen

Instead of asserting the worth of your service at discrete points in time (e.g. at service reviews), Highlight makes the right impression, whenever the decision makers and influencers want to look. It is important to set the right expectations of network and application performance, to satisfy customers.

## Highlight's data can show:



Performance baselines for business as usual, in a clear graphical way



Objective data to indicate when capacity expansion may be good for business



Usage patterns which form realistic expectations about performance of business-critical applications

**Because the status of the network is available to enterprise customers always, perceptions of the service delivered can remain positive. Service assurance data is available on demand or via scheduled reports.**

When service delivery teams act to proactively remediate problems, the data displayed provides immediate evidence of the value of that intervention. Shared data, between service provider and customer, with a single view of the truth, promotes transparency and builds your reputation as a trusted advisor with no hidden agenda.



## Highlight adds value to the service delivered because it's a tool to help you cause customer delight

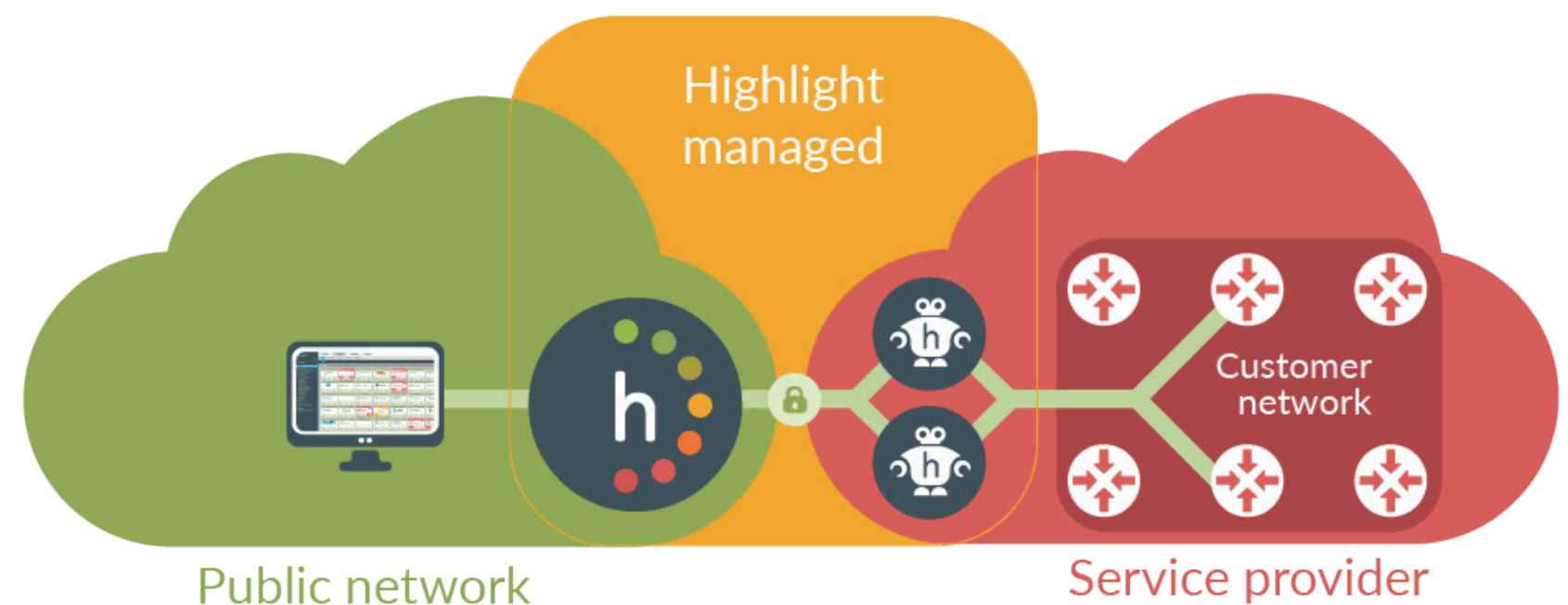
When service improvements are made, evidence of their effect is clearly visible. Highlight's insight into service quality and performance, through several of its detail tools, makes this possible. When issues are solved, the speed of resolution can be easily seen in the data.

When traffic-shaping policies are maintained by the service provider, the effects of these on application performance are also easily seen, both by usage patterns and quality of experience metrics.

**The bottom line is that Highlight acts as a witness that can testify to your customer.**

It can show that things go wrong rarely with the service you provide and when they do, they're fixed quickly with minimal business impact. If that's how your service delivery is, then Highlight will prove it, to the complete satisfaction and delight of your customers. On the other hand, if your service is not meeting customer expectations, Highlight can help you identify how to rectify it, rapidly.

*"Highlight makes sure customers get information that they can use, to make business decisions, on their networks, in real time."*





# Executive empowerment

Highlight provides executive level clarity, to impress decision makers and influence the influencers

Beyond being a monitoring tool, it also serves an important role as a communication tool that tells the story of your service offering, in real time, as it's delivered.



## Information design

The “no clutter, all fact” design ethos of Highlight’s user interface allows users to see the most relevant information quickly. It’s easy for executives to absorb the gestalt of their enterprise IT status at a glance. Information is presented with a focus on business-critical elements and you can easily drill down to the detail.



## AppVis™

**Application Awareness™** tools show the performance and usage of the applications the enterprise depends on, in crystal clear detail. As service assurance data, it is credible because it is analysed and presented by a third party and both the customer and service provider share the same view of it.





## Ease of use

Information that may be crucial to the smooth running of an enterprise is not hiding behind intimidating network engineering tools. With Highlight it's right there, honouring the fact that it's ultimately the customers' data, about their enterprise.



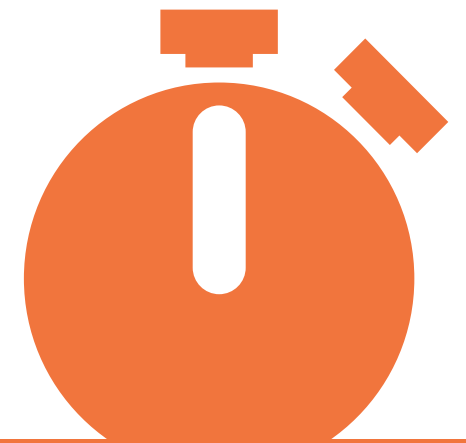
## Honest data

In school, when we were asked to answer questions, we were always encouraged to stick to the facts and show working. Highlight does that, with network and application performance data, in an enterprise setting. You don't need to be a rocket scientist to make meaningful evaluations of service quality. Executives are empowered to see for themselves.



## Responsive metrics

Highlight's clarity and simplicity make it easy for a service provider's employees to do their jobs, too. Service delivery is facilitated by intuitive metrics and status indications. The workflows offer low friction to getting the job done and operators can see the whole enterprise IT estate, in a single tool. This is both more cost effective and easier to manage, than having to log in to multiple tools, simply to deliver the service.

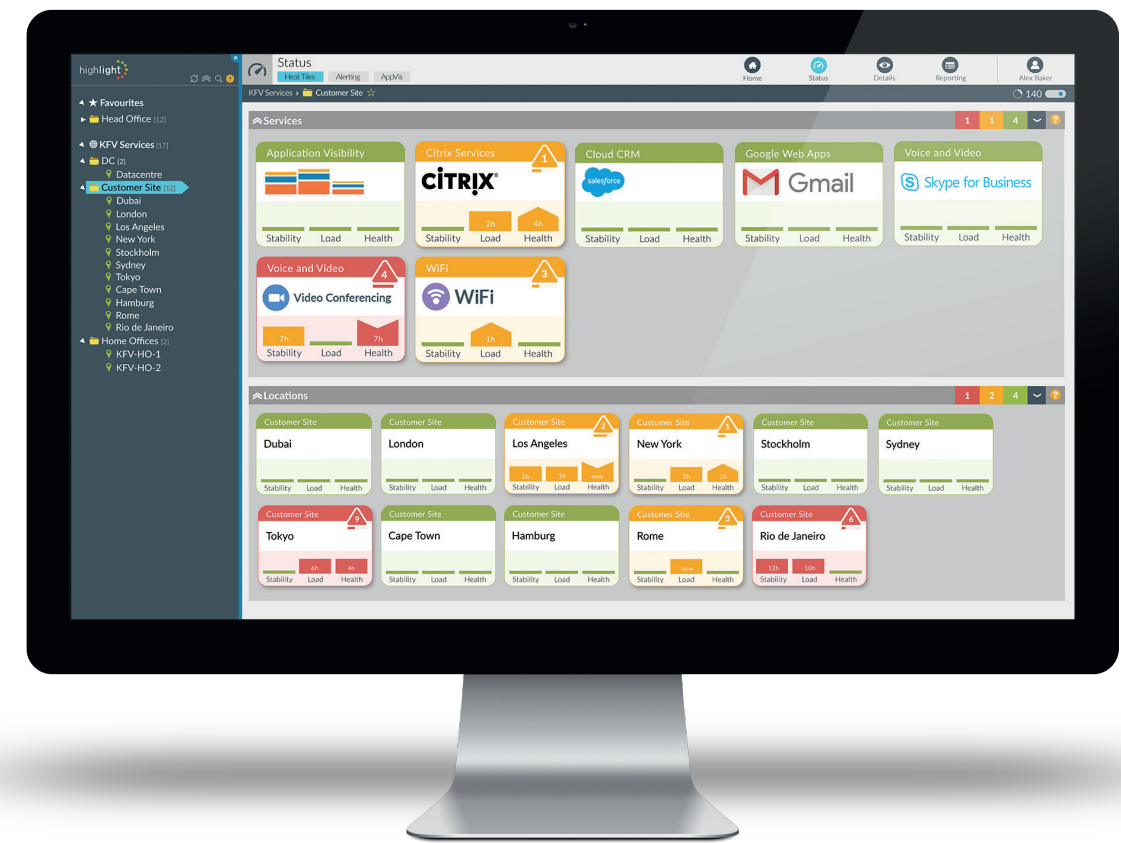


*“Our customers actually log on to it, in real time. They use it and I need my customers to be self-sufficient. I need them to make real time business decisions on the information that we give them.”*

# The case for clarity

Building customer retention, beyond customer satisfaction, doesn't happen by accident

Service providers need enabling tools to deliver a responsive service and to reach the influencers and decision makers directly. Highlight provides that tool.



Service delivery can be lower cost, with faster mean time to resolution, because everything is presented in an uncluttered, unified tool. When a service delivered exceeds expectations and delights the customer, it causes positive word of mouth recommendations to spread.



Information about business-critical ICT services is presented in a way that executive level customers can absorb quickly and easily, building trust in both the service levels promised and the service provider. Trust is essential for customer loyalty. Clarity builds trust.



Enterprises can build customer and employee satisfaction with their information and communication technology, because they chose a service provider they can trust, that delivers outstanding services. They can see it for themselves. Service delivery staff, in the same way, can consistently maintain their reputation for flawless service provision because they have the right tools to do a first-rate job.



The customers and employees of enterprises that the service provider serves get great user experiences, predicated on superior application and network performance, delivered because the service provider has the tools to facilitate delivery of excellent quality of experience. Clarity simplifies service delivery.

Highlight provides the clarity



# Summary


With service quality demonstrable and deliverable, by a tool that both service providers and enterprise customers can easily understand and use, you can deliver customer delight with alacrity, improve the consistency of service delivery and build trust in your advice.

Highlight supports the delivery of high quality experiences all around to:

- Customers and employees that use the services which Highlight monitors
- Executives that decide which service to use
- Service delivery personnel that must provide and maintain the infrastructure and applications that support excellent quality of experience.

## Get in touch

If you are a service provider and want to improve your ability to satisfy, delight and retain customers more effectively, contact Highlight for more details on becoming a partner.

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