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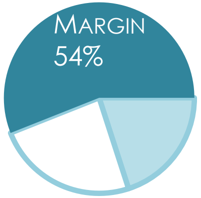
2017 Leadership Benchmark

Early Results

Value

TSC →

1



Benchmark your performance in key functional and strategic areas via an Assessment available post-Benchmark Survey.

2

Access **research data** tied to your research group and more. The data will also be presented through the lens of those with the top performance metrics

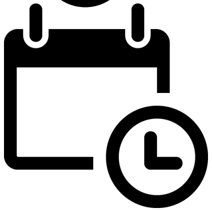
3

Review **content and insight** from our analyst team

4

Connect with a **community** of like minded professionals and TSC-Recognized Subject Matter Experts

5



Attend **events** for overall knowledge or specific to your area of interest

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L Leadership and Strategy

S Safety

P Parts

W Workforce & Talent

C Customer Experience

F Field Service

D Data

T Technology

SM Sales and Marketing

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TSC Research Groups (Service Councils)

Note: Research Topics might overlap across research groups.

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2017

Service Strategy and Leadership

– Early Results (35 Organizations)

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2017

Capabilities

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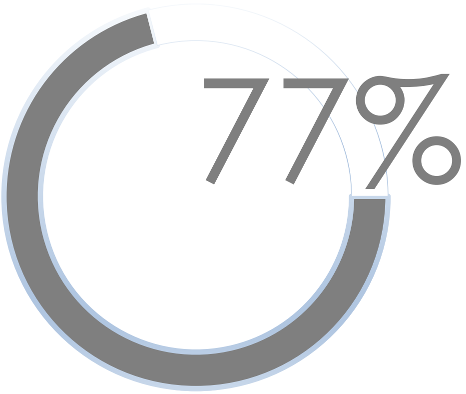
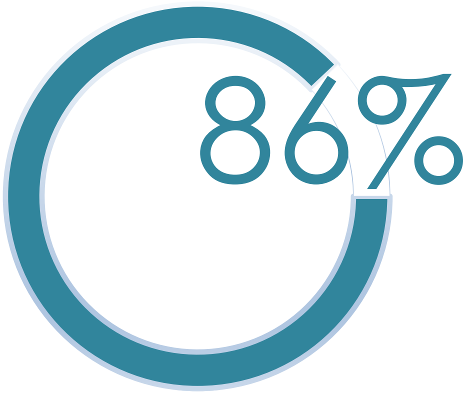
2017

Business Focus

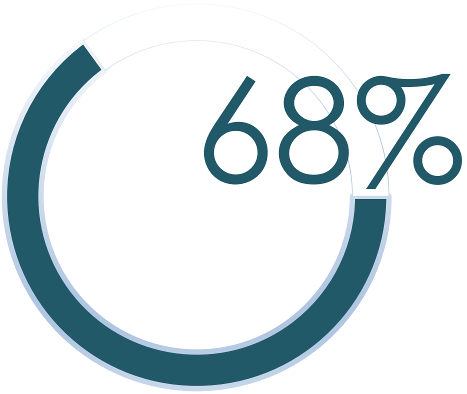
Service is Run as an Independent Business Unit



Service is Treated as a Profit Center



Service Has VP-Level or Higher Oversight



Source: TSC Data March 2017

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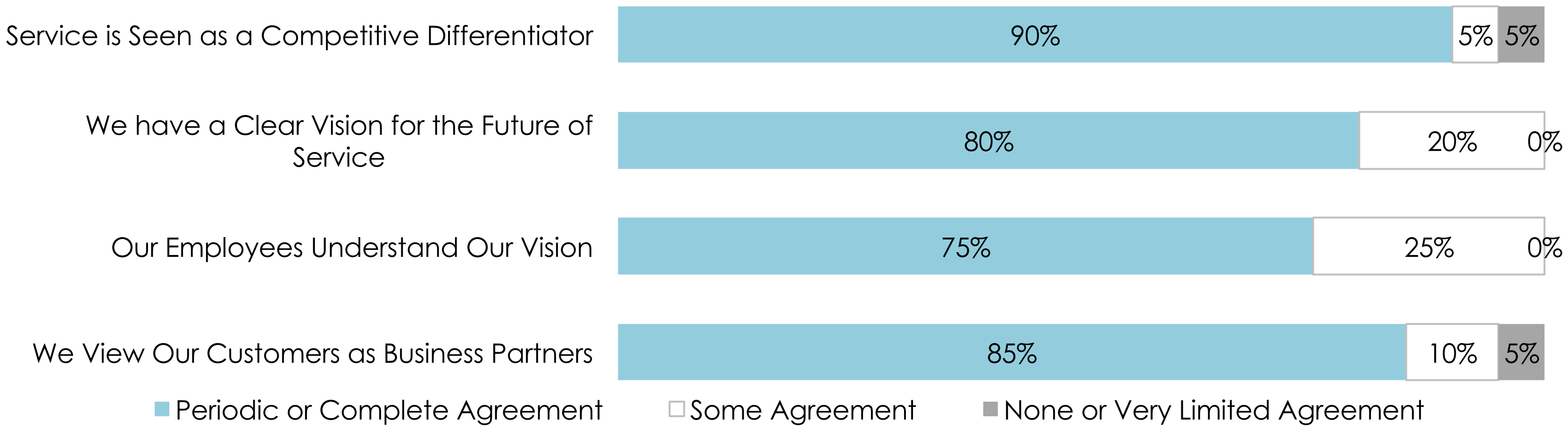
Service Vision



ANALYST NOTE:

In terms of vision and strategy, the areas that organizations would like to work on in 2017:
1- Getting employees to buy in to the service vision
2- Communication of service vision to employees and customers

Percentage of Respondents with Level of Alignment
Source: TSC Data March 2017

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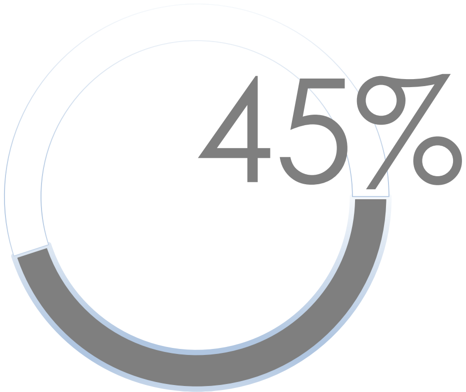
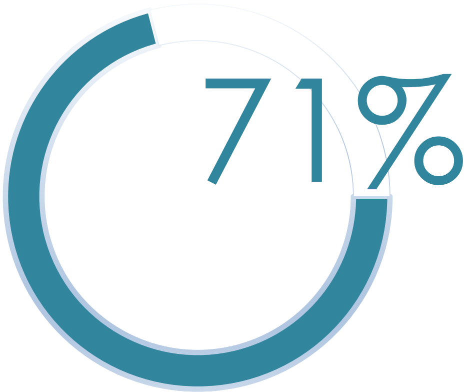
2017

Operational - Visibility

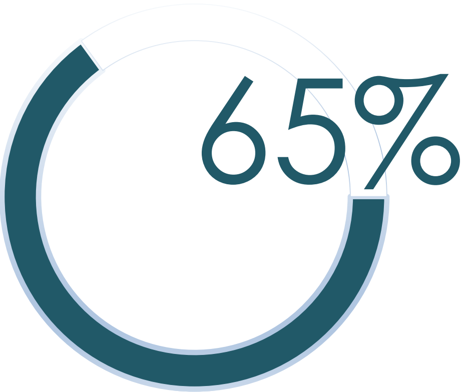
Real-time or On-Demand Visibility



Periodic Visibility (Based on PMs)



Only gauge asset health on complaint

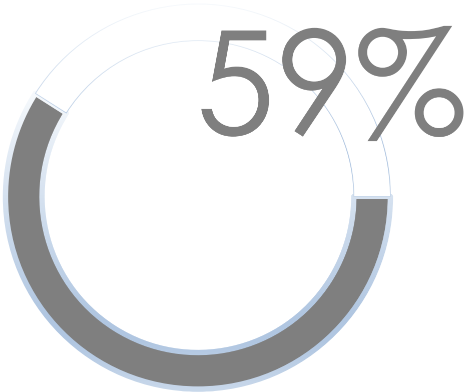


Percentage of Respondents
Source: TSC Data March 2017

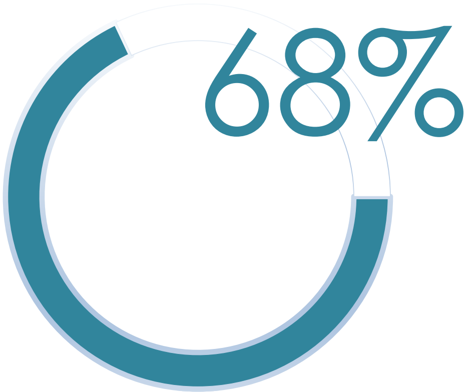
TSC-L 2017

Operational – Data Resources (In Place)

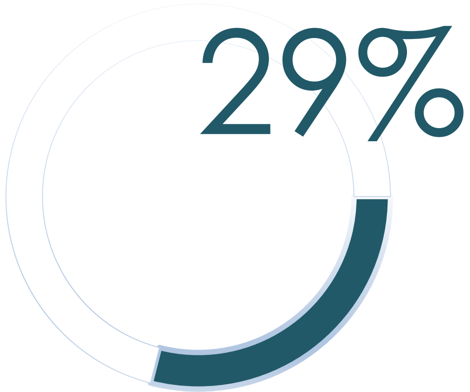
Analysts



Business Intelligence



Predictive Analytics



ANALYST NOTE:

The areas where most organizations are evaluating solution are in the arena of predictive analytics. 53% of organizations plan to have these tools in place to support their service business. 32% of organizations also plan to have machine learning or deep learning algorithms in place to support service predictability.

Percentage of Respondents
Source: TSC Data March 2017

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Commercial– Resources (In Place)

Role	Dedicated Process	Dedicated Metrics	Dedicated Tools
Service Marketing	27%	27%	21%
Service Sales	58%	53%	43%
Service Product Development	43%	21%	21%
Service Contract Management	58%	53%	53%

Percentage of Respondents
Source: TSC Data March 2017

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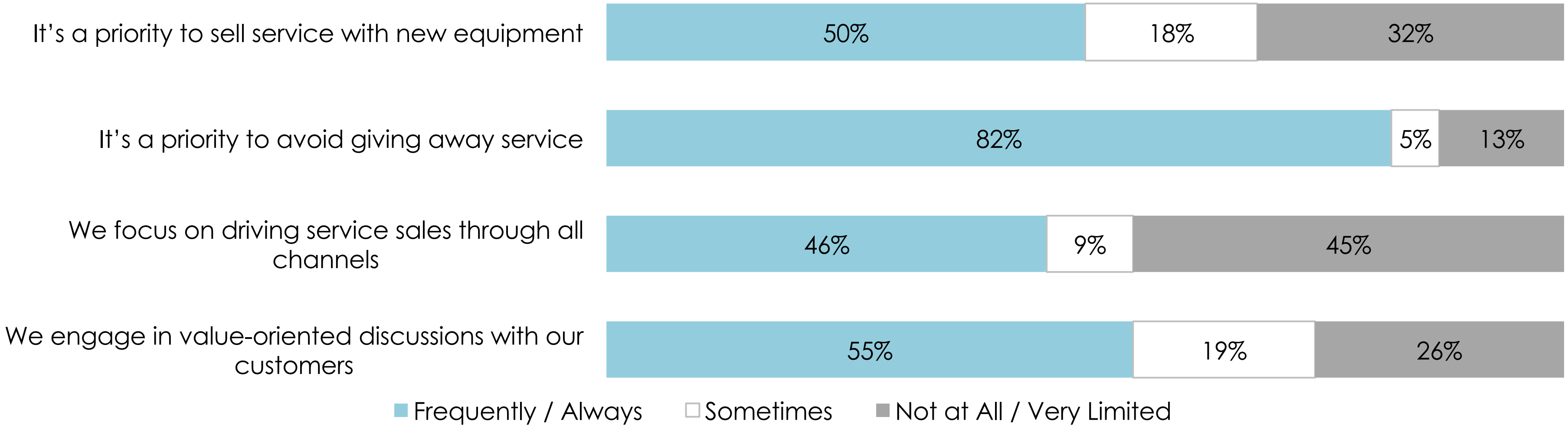
Commercial– Focus



ANALYST NOTE:

Other areas where organizations have a limited focus:
1- Conducting service customer segmentation exercises
2- Conducting price elasticity assessments for service products
3- Understanding profitability on a per-customer basis

Percentage of Respondents with Level of Alignment
Source: TSC Data March 2017

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2017

Innovation– Resources (In Place)

Resource	In Place	Planned
Dedicated People	55%	5%
Process – Submission of Ideas	27%	18%
Process – Review and Prioritization of Ideas	36%	14%
Process – Testing of Ideas	23%	27%
Budget	32%	23%
Metrics – Tracking Impact	27%	27%

Percentage of Respondents
Source: TSC Data March 2017

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What's Next

S Survey (End March)

Drive to 50 Respondents (End March)

D Data Published (End March)

- Summary Data
- Data by Company Size
  - Metrics
  - Capabilities
  - Objectives
- Data by Top 25% (Champions)

R Research Published (April)

- Summary Report
- Champions Report
- Champions Guides (How-To)

L

Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017

Q4 2016: IOT PREPARATION
INTERVIEWS: DEC 2016
OUTPUT: Q1 2017

Q1 2017: SERVICE LEADER'S BENCHMARK
SURVEY: JAN-FEB 2017
OUTPUT: Q1 2017

FOCUS KPIS:
- MARGINS
- REVENUE
- COST
- CSAT
- RETENTION

OTHER AREAS –
- CHALLENGES
- INVESTMENT AREAS

Q2/Q3 2017: OUTCOME-BASED MODELS
SURVEY/INTERVIEWS: MAY 2017
OUTPUT: Q2/Q3 2017

FOCUS: LOOKING INTO PROGRESS MADE BY SERVICE ORGANIZATIONS TO INCORPORATE OUTCOME-BASED MODELS AND PRODUCTS INTO THEIR PORTFOLIO

TOPICS: SERVITIZATION, OUTCOME-BASED, POWER-BY-THE-HOUR

SMARTER SERVICES SYMPOSIUM
LIVE: SEPT 11-13

Q4 2017: DIGITAL TRANSFORMATION
SURVEY/INTERVIEWS: OCT 2017
OUTPUT: Q4 2017

FOCUS: LOOKING INTO THE SERVICE LEADER'S POINT OF VIEW ON DIGITAL TRANSFORMATION AND ITS IMPACT ON SERVICE STRATEGY

TOPICS: DIGITAL DISRUPTION, DIGITAL PRODUCTS, CUSTOMER INTERACTION

	Webcast	IdeaShare
APRIL	**N –** NONE SCHEDULED	**25 –** EXTENDING A GLOBAL SERVICE STANDARD IN CHINA (L)
MAY	**11 –** SYMPOSIUM PREVIEW (ALL) **16 –** DATA CONVERTED TO THE RIGHT SERVICE INSIGHTS (D)	**31 –** BREAKING THE WALL BETWEEN SALES, MKTG, & SERVICE (SM)
JUNE	**15 –** EMPLOYEE ENGAGEMENT (W)	**22 –** EVALUATING OUTCOME-BASED MODELS (L)

Visit: www.servicecouncil.com/events

2017 Smarter Services Symposium

Sept 11-13 in Chicago

www.servicecouncil.com/symposium2017