

theservicecouncil™

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



TSC Research Groups (Service Councils)

Note: Research Topics might overlap across research groups.



TSC



L

LEADERSHIP

Who?

The leader of your service and support business. This person's title might say customer experience, customer service, or service operations, but he/she is the senior executive responsible for service and support at your organization.

As an organization, you can choose a person who has a global role or you can choose several with responsibility for key regions: North America, EMEA, APAC, LATAM.

Topics

Business Strategy and Vision

Service Product Portfolio

Service Innovation

Service Business Performance (Benchmark)



TSC



S

SAFETY

Who?

The person who is responsible for safety and well being of the service team. This person's official title might not be service-related, but he/she has oversight of programs tied to worker and vehicle safety.


If you have regional leads, do feel free to nominate those accordingly. We recommend you start with one individual who can introduce others, as needed.

Topics

Worker Safety and Well Being
Driver Safety
Safety Innovation
Safety Policy
Safety Technology
Safety Metrics (Benchmark)



TSC



W

**WORKFORCE
AND TALENT**

Who?

There might be multiple roles that you consider for this. Essentially, we are looking for the person who can comment on the strategy surrounding the development of the service workforce. To that end, roles are tied to recruitment, hiring, training, worker engagement, and more. Outsourcing is considered to be part of field service or customer experience-specific roles.

If you have regional leads, do feel free to nominate those accordingly. We recommend you start with one individual from training who can introduce others (regionally or functionally)

Topics

Training (Benchmark)
Recruitment
Workforce Strategy
Workforce Engagement



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Who?

The leader of your field service business. This person's title is typically in field service or operations.

As an organization, you can choose a person who has a global role or you can choose several with responsibility for key regions or countries.



F

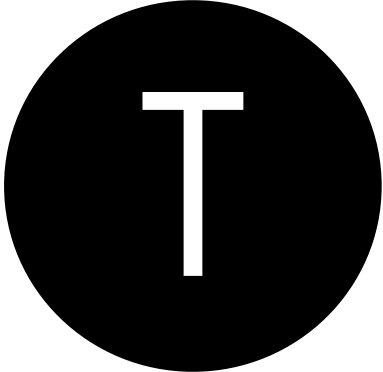
FIELD SERVICE

Topics

Field Service Strategy
Field Service Planning
Field Service Execution
Field Service Technician Feedback
Field Service Outsourcing
Mobility
Technical Support
Field Service Metrics (Benchmark)



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T

TECHNOLOGY

Who?

This person is your go-to in scoping and analyzing the applicability of solutions for your business. This person also works with IT to drive implementation and integration of solutions. These solutions can be those that already exist or those that are emerging in the service space. This person might have a specific service technology role, or might be a representative from IT who supports the service business.

Topics

Emerging Technology

Security

Technology Integration and Application (Taking away the marketing hype)

Solution Partner Feedback



TSC



PARTS

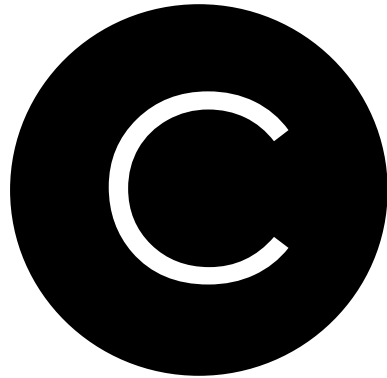
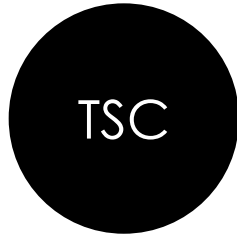
Who?

This person is responsible for setting your parts and service supply chain strategy. They might even have a supply chain role, but they are deeply involved in the oversight of service spare parts management.

If you have regional leads, do feel free to nominate those accordingly. We recommend you start with one individual who can introduce others, as needed.

Topics

- Parts Strategy
- Parts Planning
- Parts Technology
- Supply Chain Partners
- Part Returns
- Part Metrics (Benchmark)



**CUSTOMER
EXPERIENCE**

Who?

This person is responsible for the end customer experience. This could be the same person as your service leader but is typically less focused with operations and more focused on customer outreach, management, support, and communications.

If you have regional leads, do feel free to nominate those accordingly. We recommend you start with one individual who can introduce others, as needed.

Topics

Customer Experience Strategy
Contact Center Management
Multi- or Omni-Channel Support
Social
CEx Technology
Voice of the Customer
Customer Satisfaction and Loyalty Metrics (Benchmark)



TSC



D

DATA

Who?

This person is your data scientist or analyst. He/she might not have that official role, but he/she crunches the numbers and assists in key decision-making around business planning, building predictive models, reporting, and more.

If you have regional leads, do feel free to nominate those accordingly. We recommend you start with one individual who can introduce others, as needed.

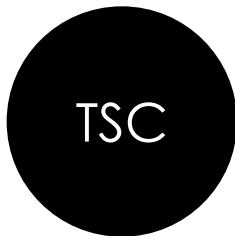
Topics

Big Data

Predictive Analytics and Outcomes

Data Management Technology

KPIs for the Business



**SALES AND
MARKETING**

Who?

This individual typically has a dedicated service sales and/or marketing title. Their major focus is on working with service leadership to identify new service products while taking a lead on getting those products out to the market.

As an organization, you can choose a person who has a global role or you can choose several with responsibility for key regions: North America, EMEA, APAC, LATAM.

Topics

- Service Revenue Strategy
- Service-Sales Collaboration
- Service Sales Team Development
- Service Marketing Strategies (Customer Segmentation)
- Contract and Warranties
- Service Revenue Performance (Benchmark)