

5 Ways Of Improving Customer Excellence For IT Services Companies





About This Guide

This guide contains viewpoints/opinions of Mocha's 300+ IT services clients to simplify the route to customer excellence in the IT industry.

It looks at what the industry is doing to strive for customer excellence, current state, and ways to make it better.

We hope this guide will serve as a helpful resource that IT services companies can use to:

- Understand the need and importance of customer excellence
- Identify the challenges in delivering customer excellence.
- How to enhance capacity in customer service
- Insights into the nature of customer-facing job role and skills required



Our Methodology For This Guide

We have gathered data from our IT services clients across the globe who have been implementing new and innovating strategies to deliver good customer excellence to their customers.

In course of this process, we asked a few questions to them on the role of customer excellence in IT services industry, inputs on how to achieve it, and implement the customer-centric culture.



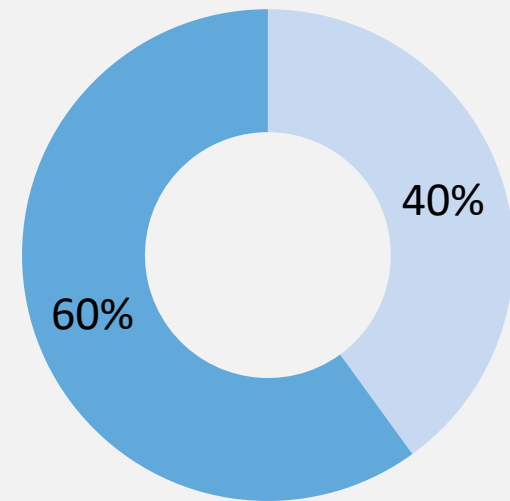


Customer Excellence And IT Service Industry

The way of delivering customer excellence in IT service industry has changed drastically. It is no longer only limited to responding to customer's requests quickly and effectively but developing a strong bond with them has become a critical element. Our IT services clients agreed that customer excellence plays a vital role in retaining existing and adding new customers. Many IT services companies are trying to combine the efforts with the emotional level of their customers as this will help in the long run to maintain a strong bond and brand value.

Preferred Ways To Achieve Customer Excellence

- 40% believe training their customer-facing staff is the best way
- 60% believe better understanding of customer needs and issues will work for them.

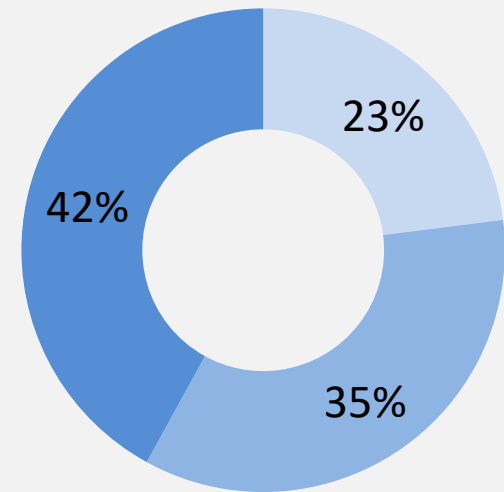





- Training the customer facing staff
- Better understanding of customer needs

Why IT Companies Need To Win With Customer Excellence

Being customer focused is a significant advantage and performance differentiator for IT service industry. As per our clients, customer retention and customer loyalty is as important as attracting them. It has helped them emerge as a brand with loyal and happy customers. They are pouring the resources in delivering excellent customer service to their customers. The goal is to increase customer satisfaction. In- short if customers are connected to the brand emotionally, physically, and psychologically then it gets easy for companies to win, retain, and expand the customer base easily.

Why IT Services Focus On Customer Excellence



-  To retain existing customers
-  To win customers
-  To expand customer base



Challenges Faced By IT Services Companies



Lack of understanding client perspective

The inability to thoroughly understand the customer's requirements led to customer dissatisfaction.



Non-effective communication

Lack of clear and concise communication led to wastage of time and rework.



Lack of team collaboration

Lack of team collaboration hindered organizations striving for customer excellence.



Lack of accountability

IT services companies complained of lack of accountability from their employees that hampered customer excellence.



How Do We Get There?

After understanding the need of customer excellence in IT services companies and their challenges, here are the suggestions based on Mocha's study to improve the customer experience and excellence.

- A. Understanding the core roles and skills required**
- B. Prefer customer centricity over product centricity**
- C. Building a right skilled team**
- D. The right training programs**
- E. Customer experience optimization**





A. Understanding The Core Roles and Skills Required

Each job role requires a set of skills that are customer centric and provide value to customers. For every client facing role, the core skill sets required are :

- Customer Expectation Management,
- Business Communication,
- Critical Communication,
- Customer Focus,
- Interpersonal Skills,
- Probing Skills,
- Personal Accountability,
- Building Trust.

Understanding this core skill sets is of prime importance for IT services companies that are looking to enhance customer excellence.





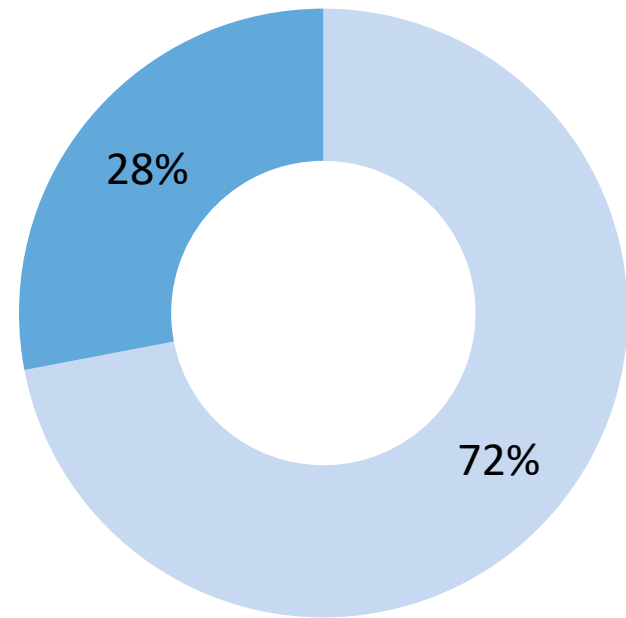
B. Prefer Customer Centricity Over Product Centricity

Customer centricity is nothing but understanding the customer's point of view, interest, needs, and giving priority to customer's expectations from a product or service. Whereas, product centricity is having a product or service and finding customers who have need for that product or service.

We asked a question to our IT services clients about their preference.

72% have adopted customer centric approach to increase the customer lifetime value. They think that being customer centric works for them.

28% said that being product/ service centric helped them to focus on particular customer segment at a time and serve them with as many products as possible.



■ Customer centric

■ Product centric



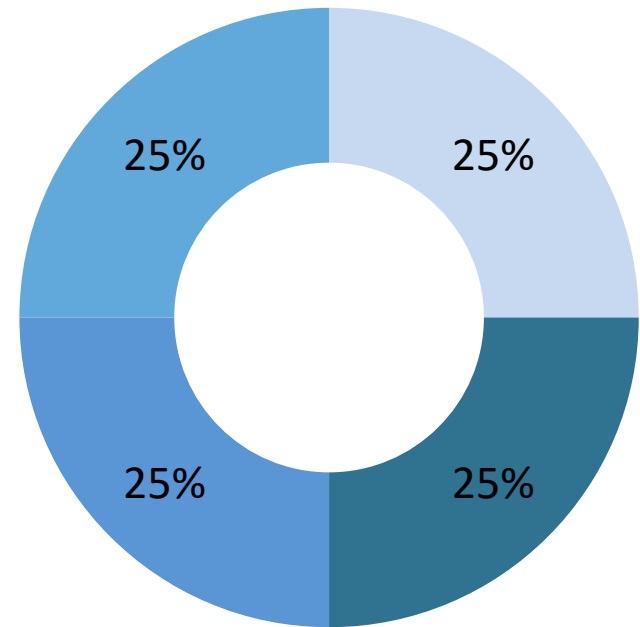
C. Building a Right Skilled Team

To improve the delivery of services in the IT industry, companies need to find customer centric employees.

The key elements to build trust and credibility at every stage of the excellence planning process are:

- Customer focus
- Effective communication
- Accountability
- Team collaboration

Hiring teams need to identify candidates with the right skills to understand customer's expectations and needs at the interviewing stage. Recruitment processes must be set to filter the best candidates that can enhance customer experience.



- Customer focus
- Effective communication
- Accountable
- Team player



D. The Right Training Programs

Customer excellence operates in a dynamic scenario. Organizations need to constantly impart training to their employees to help them evolve with the new techniques in customer excellence.

Training helps an employee to learn new skills and hone their existing skills. A periodic training and learning development program focused on developing customer centric skills will go a long way in aligning the brand with its core goal.





E. Customer Experience Optimization

The answer to improving customer experience lies in Customer Experience Optimization. Customer Experience Optimization is about taking a unified approach to customer experience by aligning the brand consistently across all channels, across the entire customer lifecycle.

Creating a positive customer experience is imperative to survive and meet rising consumer expectations.

With the evolving trends and customer behaviour, achieving Customer Excellence will always be an ongoing process. With the right plan, focus, and execution, every IT Services company can achieve Customer Excellence.



About Interview Mocha

The Most Comprehensive Skills Assessment Solution

Interview Mocha is the world's leading provider of pre-employment skill assessment solution with 1000+ ready skills tests & custom-made tests to recruit job-fit candidates.



What are you waiting for? Mocha Can Help You

Schedule Your Free Demo

+1-408-641-3289

Clients who trust us and are delighted in every step of assessment process

ALTRAN

Gartner.

optiverΔ

SIEMENS

Capgemini

ADP®