



# Measuring Perception and Performance

Delivering Excellence  
in IT Outsourcing



**CompuCom.**

The Leading IT Outsourcing Specialist

As a CompuCom client, you can expect the highest level of quality, performance and relationship fit in the IT services industry. Your complete satisfaction is our commitment, and to ensure this we use integrated and innovative processes and tools, such as our Stoplight Perception Tracking Report and our Customer Care Cockpit, to monitor, measure, report and improve. This unwavering focus on quality has resulted in eight consecutive years of client satisfaction levels that far exceed industry averages.

### Stoplight Perception Tracking Report

Your overall perception of our performance and relationship is just as important to us as meeting and exceeding our contractual service level agreements (SLAs). To uncover these less tangible elements, you will be invited to participate in a monthly survey, modeled after a stoplight. You mark green to indicate we are meeting expectations, yellow if we are in jeopardy of falling below expectations, and red if we are not delivering to your satisfaction.

**Dashboard**

Filter: All | Time period from: July 2008 to: December 2008

Client	Jul 2008	Aug 2008	Sept 2008	Oct 2008	Nov 2008	Dec 2008
ABC Company	97%	99%	98%	96%	100%	97%
DEF Company	98%	99%	99%	98%	99%	99%
GHI Company	98%	99%	99%	98%	99%	99%
JKL Company	98%	99%	99%	98%	99%	99%

#### Account Level

- In this example an account is reported as yellow
- One click takes us to the survey level

**Stoplight**

Account: ABC Company | Category: General | Question: 12 Milestones | Answer: Fair | Action: Status: 90% complete, working with vendor

#### E-mail Alert Generated

- A yellow account alert generates an e-mail to our executive team

**ABC Company Stoplight Details**

Questions	Sept 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009
1. Rate client's overall satisfaction with CompuCom.	Green	Yellow	Green	Green	Green	Green
2. Are all necessary service and product agreements in place?	Green	Green	Green	Green	Green	Green
3. Have we met SLA's for the month?	Green	Green	Green	Green	Green	Green
4. Are there any staffing issues affecting client satisfaction?	Green	Green	Green	Green	Green	Green
5. Are you receiving the business value you expected from CompuCom?	Green	Green	Green	Green	Green	Green
6. Accounts Receivable	Green	Green	Green	Green	Green	Green
7. Billing	Green	Green	Green	Green	Green	Green
8. Technical competency	Green	Green	Green	Green	Green	Green
9. Professionalism	Green	Green	Green	Green	Green	Green
10. Working relationship with CompuCom team	Green	Green	Green	Green	Green	Green
11. Working relationship between CompuCom and other service providers	Green	Green	Green	Green	Green	Green
12. Have milestones been met this month?	Green	Green	Green	Green	Green	Green
13. Have changes to the project plan and scope been accepted by the client?	Green	Green	Green	Green	Green	Green
14. Have new project schedules and scopes been reviewed and accepted?	Green	Green	Green	Green	Green	Green
15. Have results of this month's survey been reviewed and approved by the client?	Green	Green	Green	Green	Green	Green

#### Survey Level

- Shows which particular answer is yellow
- One click takes us to the details level

#### Details Level

- Shows the specific details of the issue, action plan and owners

**Answer and Action Details - Microsoft Internet ...**

Question: 1. Rate client's overall satisfaction with CompuCom.

Details: Select the overall client satisfaction level. Poor results require escalation.

Answer: Fair

Issue: Client challenged us to stock spare parts for out-of-production printers

Status: We began procuring parts in September and are at 90% of where we want to be; working with vendor for the remaining items

Owner: Janet Smith

Action Plan: Continue to acquire parts, which is difficult for this out-of-production device

Due Date: 11/15/08

Comments: The client recognizes the progress we have made and will rate us green when stocking activities are complete

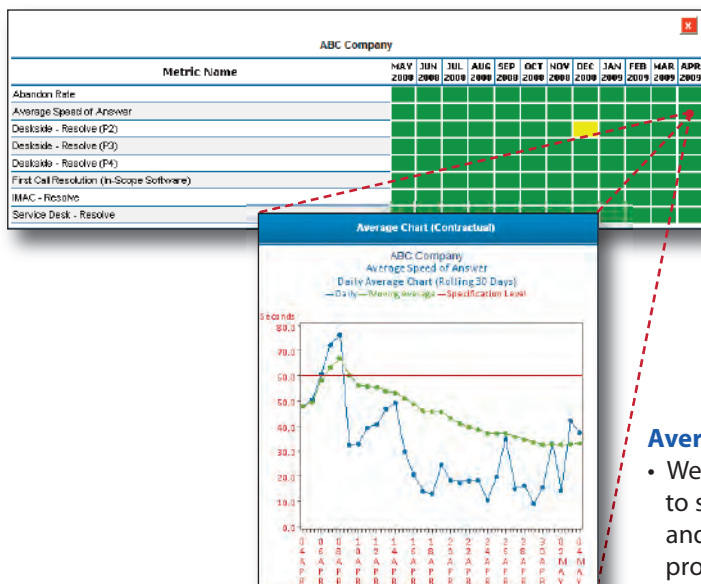
Close

This unique process evaluates areas of perception such as reliability, our professional conduct, timeliness to respond and many other factors. If you provide a rating of yellow or red, all members of the senior executive team, including our CEO, the functional service line leaders and all members of the account team receive an email alert within 24 hours. This immediate visibility on the issue enables us to rapidly respond with action plans. On a monthly basis, your overall satisfaction is proactively monitored in a review of the Stoplight reports by CompuCom's senior executive team.

### Customer Care Cockpit Performance Monitoring

Diagnosing and resolving issues before they affect your organization is a fundamental element of our approach to quality. People *feel* variation, so anomalies may create the perception that we are not performing to high standards, even while on average, we are meeting SLAs.

Our specialized customer performance dashboard monitors more than 1,000 SLA and KPI data points, including everything that must be measured per our statements of work, and beyond that to include hundreds of other service delivery areas. Real-time information automatically feeds into the cockpit measurement system and generates email alerts to the appropriate personnel as soon as deviations occur. Spotting these trends allows us to proactively determine root cause and take corrective action in advance to minimize disruption to you.



### Digital Cockpit Dashboard

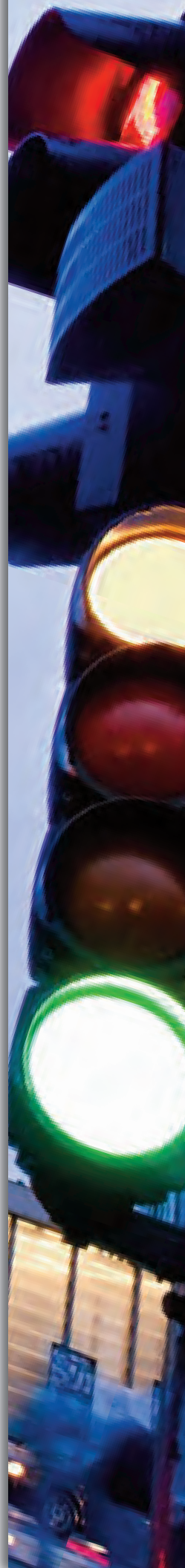
- Using the digital cockpit dashboard we monitor our performance to SLAs in real time

### Average Chart Representation

- We also view more detailed data to show average performance and to uncover any variations for proactive process optimization

### Our Commitment to You

When it comes to your satisfaction, CompuCom goes above and beyond. We continually monitor our service delivery performance and look for ways to improve our processes. Your input is solicited on a monthly basis to make sure your perception of us is top-notch. If we are not meeting your expectations, our CEO knows within 24 hours, and you can trust he takes immediate action to ensure your next evaluation of us gets the green light!





“With CompuCom clients exceeding Best-in-Class ITSM capabilities in areas such as IT delivery frameworks, end-user satisfaction measurement, and nine other categories including SLA management, it is clear that CompuCom is a leader in ITSM quality and value.”  
Aberdeen

### Quality is in Our DNA

Your satisfaction with CompuCom is ensured by continually investing in our people, adopting the latest best practices, and using best-in-class tools to measure both performance to service levels and overall perception of quality. This integrated approach enables us to deliver ongoing process improvements and consistently outpace our industry in IT value and service quality.

- **Multi-dimensional quality programs — measured in real time and an integral part of how our associates are compensated**
- **CompuCom owned and developed tools and processes**
  - Spotlight perception tracking process – measures client perception of relationship and quality of service
  - Customer care cockpit performance monitoring – measures the fact-based rigor of service level attainment
  - One consistent methodology – due diligence, pricing, risk, transition, service quality reviews and quarterly business reviews
  - Managed service guide is our playbook ... we use this guide in every account
  - World class logistics and parts management ... leading industry in metrics measurement
  - Internal ITIL and Six Sigma education programs and commitment for every technician
- **Third-party verification and recognition**
  - Customer SERVICE 800 survey, a CompTIAcertified program, ranks CompuCom’s performance as consistently above industry benchmark for service desk services for eight consecutive years
  - ISO 20000 – certifies our ITIL compliance, from a people, process and technology perspective (attained Q1 '08)
  - Five-year repeat “Leader” in Gartner’s North American Desktop Outsourcing Services and Help Desk Outsourcing Services Magic Quadrants; Also designated as a leader in Forrester’s Wave desktop study
  - Achieved Service Capability & Performance (SCP) Certification and the first company to earn this certification for 11 consecutive years (1997-2008)
  - Recognized by CustomerSat with Achievement in Customer Excellence (ACE) Award for Customer Support Satisfaction for the past four years (2005-2008)
  - Ranked as ITSM Best-in-Class leader by Aberdeen (2008); CompuCom’s clients exceed best-in-class organizations in client satisfaction levels

## CompuCom.

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