

"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

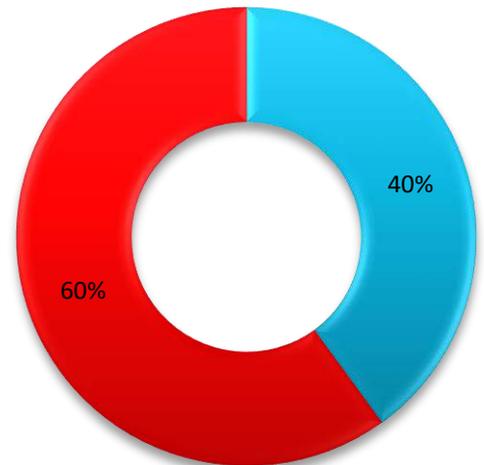
The way of delivering customer excellence in IT service industry has changed drastically. It is no longer only limited to responding to customer's requests quickly and effectively but developing a strong bond with them has become a critical element. Our IT services clients agreed that customer excellence 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.



Almost 40% think that training their customer-facing staff is the best way for them to deliver a good customer excellence whereas 60% are of the opinion that better understanding of customer needs and issues will work for them.

Preferred ways to achieve customer excellence

- 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 and take care of them while they interact with the brand. 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.



Challenges faced by IT services companies



While analyzing the major problems that IT services companies are facing, we found out that apart from the right skilled candidates, companies needed employees that are customer centric. The common problems faced by IT services companies were:

- **Lack of understanding client perspective:** Major challenge was the inability to thoroughly understand the customer's requirements which led to customer dissatisfaction.
- **Non-effective communication:** Clear and concise communication is of foremost importance which was lacking leading to wastage of time and lot of rework.
- **Team collaboration:** Lack of team collaboration was another hindrance for organizations striving for customer excellence.
- **Accountability:** IT services companies complained of lack of accountability from their employees that hampered customer excellence.

How do we get there?

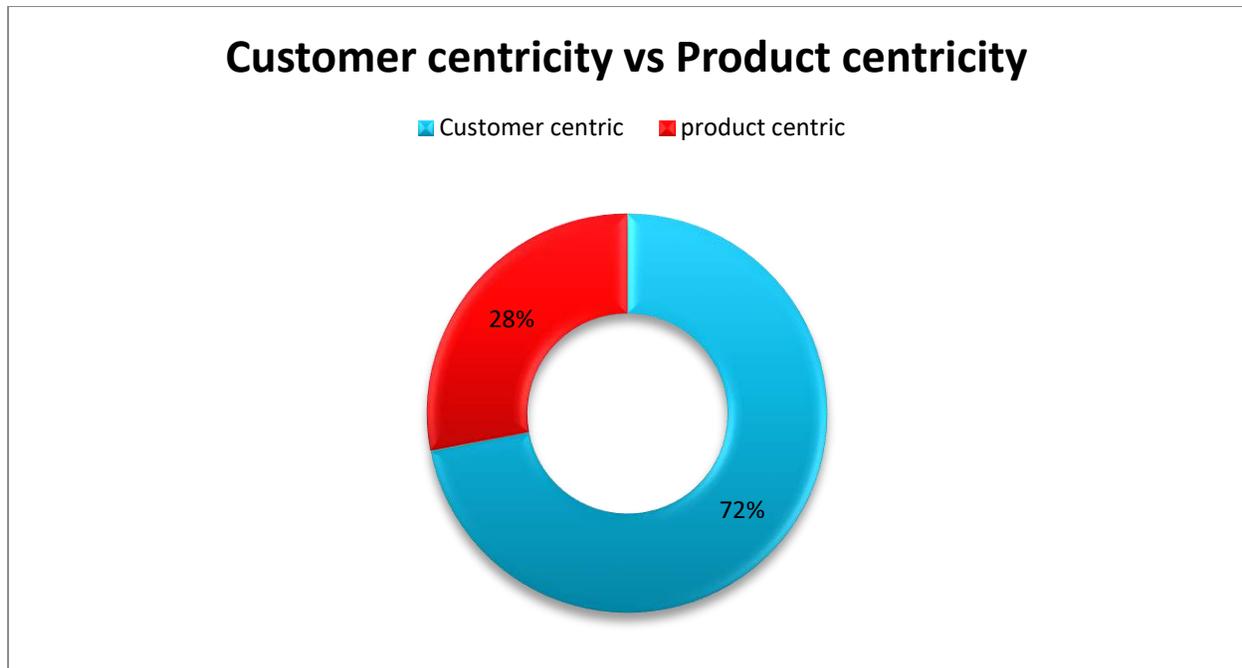
After understanding the need of customer excellence in IT services companies and their challenges, here are the suggestions based on IM's study to improve the customer experience and excellence.

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, and 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-

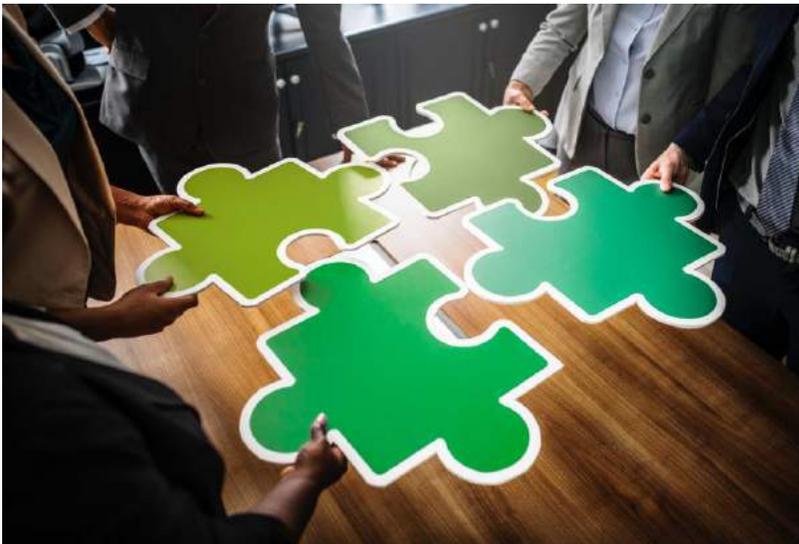


Customer centricity is nothing but understanding the customer's point of view, interest, needs, and giving priority to customer's expectations from a product or service. Whereas, product centricity is having a product or service and finding customers who have need for that product or service. During our study we asked a question to our IT services clients about their preference. 72% said that they 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 the segment with as many products as possible.

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:

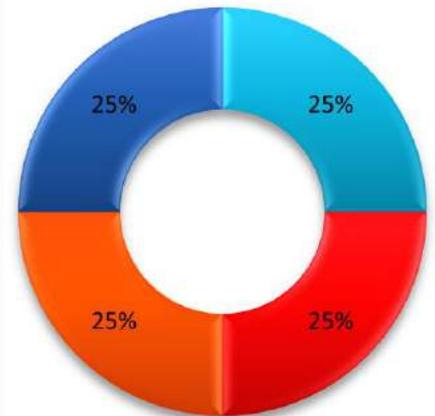
- Customer focus
- Effective communication
- Accountability
- Team collaboration



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

Skilled Required to Build Customer centric Team

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