

KANA Global Consulting Services



Evidence-Based Service Transformation Program Deliver the Service Experience that Best Supports Your Brand

KANA Evidence-Based Program Top 4 Feature

- ☑ Successful program based on proven practices of evidence-based management
- ☑ Comprehensive & realistic evaluation of your service experience from the customer's point of view
- ☑ Realistic strategy & roadmap for implementing evidence-based service practices
- ☑ Actionable plan for meeting strategic goals

Have you ever wondered why Cisco completes mergers so successfully despite research showing 70%-80 of mergers and acquisitions fail to produce tangible benefits? Or why Southwest Airlines has cornered the market on no-frills travel and no major airline has managed to compete?

Both of these companies practice evidence-based management, which treats companies like an unfinished prototype, focuses on measurable facts, and looks at the practices of others. For companies like Cisco and Southwest, the motto is 'forgive and remember', not 'forgive and forget'. They celebrate successes, while remembering and learning from failures.

Evidence-based management drives all decisions from fact-based information gathered through systematic experimentation and testing. This practice offers the best solution for escaping the high-risk game for managing companies and complex functions based only on instinct and emulation.

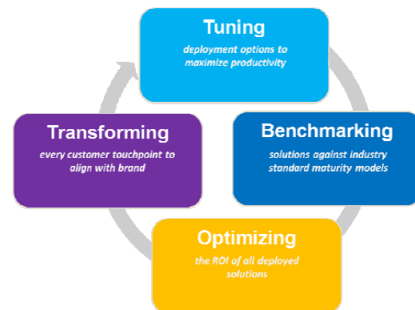
How does this apply to customer service? For many companies, it is a strategic goal to better align customer service with the brand. To reach this goal, you need to understand your brand, access the brand perception of your service experience, and re-create your post-sales brand with the right segmentation, customer perception, and image. By leveraging the techniques of evidence-based management, you can use randomized, systematic experiments to achieve a balanced scorecard of critical brand indicators that help you measure progress towards aligning customer service with brand.

With evidence-based service, you can avoid the pitfalls where service negatively impacts brand promise. Using planned experimentation and rigorous measurement, you will no longer fail to tie service activities to key business outcomes; be blinded by the accepted truth and unexamined ideologies; or benchmark against the wrong factors.



With KANA's Evidence-Based Service Transformation Program, you can directly link service activities to business outcomes to align the service experience with your brand and key performance indicators.

KANA Global Consulting Services can help you reap the benefits of evidence-based service with its Evidence-Based Service Transformation Program. This program provides the resources and expertise to apply evidence-based service practices from program design, development, and change management to governance and training programs for companies of every size. Our more than 60 experts are trained in evidence-based practices, and our EBS practice leadership has deep experience from organizations such as Accenture and IBM Research and Global Services. With our real-world knowledge of customer service, we can help you quickly spot common management problems and design an effective program for improvement based on evidence-based practices.



Optimize Your Service Operations with Proven Evidence-Based Practices

Achieving value from an evidence-based service program requires a synchronized and comprehensive plan. KANA’s Evidence-Based Service Transformation Program includes the following set of guiding principles to ensure success:

- *Data-driven decisions.* All decisions are data driven and managed to a balanced KPI scorecard.
- *A commitment to incremental improvement.* Evidence-based practices leverage current service processes to continuously drive incremental change.
- *External validation.* Statistic data on successful practices outside your organization are appropriately applied to your situation.
- *A “customer’s eye” view.* A realistic benchmark of your customer’s service experience measures the impact on customer perception.

These guiding principles are embedded throughout our program, which includes the following assessment, design, and implementation components:

- *Assessment.* We benchmark your current state against an industry-standard service maturity model and an evidence-based management model.
- *Design.* An evidence-based service strategy is aligned with your business goals and includes recommended best practices and a preliminary roadmap.
- *Implementation.* KANA partners with you to develop a phased program and roadmap to transform your service operations into an evidence-based organization driven by best practices.

Program Benefits

Using KANA Global Consulting Services proven practices, you can successfully transform your customer service operations into an evidence-based service organization.

- Optimize service operations by achieving a balanced scorecard of often competitive KPIs.
- Maximize the value of each service interaction for both the customer and the company.
- Deliver on your service experience promise in a repeatable, dependable, and consistent manner across every customer touchpoint.

To start transforming your organization to an evidence-based service methodology today, please call us at **1-800-737-8738**.

KANA’s Evidence-Based Service Transformation Program enables continuous refinement and improvement of service activities to align with company brand and customer expectations.

“Corporations need to better understand which interactions and which components of those interactions are most meaningful to customers and make just a few of those areas the priorities for action.”

*Bruce Temkin
Forrester Research*