



THE NETWORK FOR
HIGH TECHNOLOGY
SERVICE
PROMOTING
CUSTOMER CHOICES

WWW.SERVICENETW
ORK.ORG

Service Industry Association is a non-profit organization made up of high technology service companies promoting customer choices.

Sponsors & Board

Sponsors

Masterplan

Malcolm Ridgway, Sr.V.P.
Bruce Cree, President

Maintech

Frank D'Alessio, Pres.
Carole Greene, Sr.V.P. Mktng & Sales
Northrop Grumman IT CSLG
Hugh Taylor, Pres. IT CSLG
John Rinas, Exec. Dir. Serv Del

Diebold—I.S.S.

John Walker C.E.O. & Pres.

POSDATA

William McCubbins, President & CEO
Gerry Knight, V.P.

Caption describing picture or graphic.

D.F.Blumberg Associates
Michael Blumberg, President
CSI Computer Specialists, Inc.

Bill Pershin, President

Service Strategies

John Hamilton, President

Paladin Consulting Inc.

Sam Timothy, CFO

Runzheimer Int'l

Greg Harper, President

Oracle Corporation

Doug Morse, V.P.

Board of Directors:

Chairman: John Walker, President,
Diebold—I.S.S.

John.Walker@Diebold-ISS.com

President: John Rinas, National Direc-
tor Service

john.rinas@ngc.com

Northrop Grumman IT CSLG

Sec-Treas: Chuck McNew, Pres. & CEO Halifax Corporation
cmcnew@hxcorp.com

Gen'ICounsel: Ron Katz, Principal
Manatt, Phelps & Phillips LLP

rkatz@manatt.com

Exec. Dir. Claudia J. Betzner

Cbezner@aol.com or cbezner@servicenetw.org

IT Service Group

E. V.P. Bill McCubbins, President POSDATA

mccubbinsb@posdata.com

Medical Service Group

E.V.P. Ray Zambuto, President CEO Technology in Medicine

Chairman Membership

Rich Guglielmo, V.P. & Principal AMCOR

Richg@amcorss.com

Members at large— Randy Parks, Director IT Services Diebold—I.S.S
Randy.Parks@Diebold-ISS.com

Dr. Malcolm Ridgway, Sr. V.P.& CTO Masterplan

eNETWORK NEWS



Summit Centric Success

This publication will be sent to members electronically and on the website for members
By Claudia J. Betzner

The 2007 Summit was great content and the speakers were the best to date according to the evaluation results rating the overall conference at 4.36 out of a possible 5. The Panels and Roundtable discussions were listed as Excellent and the group voted them number one after the keynote.

Some of the comments - Brian Diamond of RedPack said "I thought the entire program was excellent, as a sponsor, I believe we received plenty of value and the Mirage was a great location to hold the event." Paul Nadjarian of OnForce said, "Great Program and the Roundtables are a exceptional opportunity to learn about best practices and stay current with the latest advancements within the services industry."

Evaluation Results:

What did participants hope to accomplish: Networking with the industry decision makers was number one with understanding industry trends/issues second. Others included Acquire new customers and 100% an-

swered they *did accomplish what they had hoped for.*

Priorities for the SIA Board were increase membership – sign up OEM's and continue as the *industry advocate and watchdog of the service industry.* Other priorities listed included "Setting direction for the Service Industry, Developing high impact programs with access to info and increased communications with open channel to service providers. "

SIA has already started an eNews Memo which will be as frequent as news dictates but at least monthly with the full publications following such as Network News.

Nevada was listed as the number one choice for the 2008 and the Board confirmed the 2008 Summit will be back in Las Vegas with 50% wanting Vegas, 22% Florida, 18% California and 10% was mixed.

Some of the additional comments were, "Entire Program Excellent, Mirage great location, Great event this year & speakers the best." Changes

the participants listed were "Shorter roundtables, more time for Sales & Marketing, more educational content."

The final question we ask the group was what System Software they use and they answered, "Mostly Home-grown with some from other software system integrated." Those listed included j.d.Edwards, Monarch, Perigen, Siebel, Astea, Lawson, Microsoft, Remedy, One System and Southware. During the summit, it became apparent there is a need for Middleware in the Service Industry to connect all the software components and have them communicate. The first SIA Roundtable will discuss this further on June 21 in Atlanta, Ga.

Highlights of the roundtables, panels & Schedules for the Board meetings and Roundtables for 2007 are listed in this publication.

The Roundtables are a great source of information and free to the members of SIA, the sessions usually lead into the an-

Special points of interest:

- Summit Review
- Roundtable review
- New Members, Sponsor
- New Board
- D. F. Blumberg Innovation Award
- SIA Lifetime Achievement Award
- Schedule for Roundtables and Board meetings

The Mission of SIA is to serve as a forum where every member can enhance their business and to take collective action for the betterment of the industry whenever necessary.

New Members

This Quarter:

Roshar Associates LLC
Roy Steele, President
972 741 9009

PowerTech Group, Inc.
Jon Scott, Pres. & CEO
253 479 1417

Hewlett Packard Corp.
Thomas Jordan, Dir. U.S.
Partner Serv. Del.
916 785 9604

Redpack Network, Inc.
Juan Sotolongo, CEO
412 904 5095

Abtech Support
Dana Collins, V.P. Supp. Srv
800 474 7397

ExpressPoint Technology Svcs.
Inc.
Sandy Bell, CFO
763 543 5841

New Sponsors

Service Strategies

The Sales Performance Gp.

Paladin Consulting

Runzheimer International
Corporation

SIA announces New Sponsor—Oracle

Oracle Support gives customers access to the most advanced support organization in the world to help drive better results for customers and to help deliver optimal performance for Oracle Technology Infrastructure Software and Oracle Applications, including Oracle's JD Edwards, PeopleSoft and Siebel product lines. No other support organization can match Oracle's breadth and depth of technical expertise, advanced support technologies, or global reach, which includes support in 27 languages, in any time zone.

Oracle has more than 14,000 developers and over 7,000

SIA New Board elected for 2007—2009

In an effort to further solidify the Medical—IT convergence the association has discussed over the last few years, The Board voted unanimously to merge the two separate Boards into one but retain an EVP of each group to identify specific needs. Here are your 2007 – 2009 Board Members:

John Walker, Chairman & President CEO Diebold I.S.S.; John Rinas, President & National Director Support Services Northrop Grumman IT CSLG; Chuck McNew, Sec.Treas and CEO Halifax Corporation; EVP Medical Ray Zambuto, President Technology in Medicine; and EVP IT Bill McCubbins, President & CEO POSDATA. The Chair of Membership is Rich Guglielmo, V.P. & Principal AMCOR. All other Board members are members at large and they include: Dr. Malcolm Ridgway, Sr. V.P. & Chief Technology Officer Masterplan; Charlie Garascia, V.P. & Director Med Equip Mgmt Div. Hospital Shared Services; Michael Lipson, President MedEquip Biomedical Services; Peter Brooks, President & CEO ISS Solutions; Randy Parks,

Director IT Services Diebold I.S.S; and Craig Youngblood, President & CEO LMS Service.

Other Board Actions:

All Companies now welcomed as full members without signing the pledge—the members have told us they want more members including OEM's, In-House and Self Maintainers so the full membership is now extended to all.

Bylaws have been changed to reflect the new policy and the rewrite is almost complete—the new bylaws will be on the website in the next couple of weeks so you can download them.

- Increased communications—eNews will go out as news dictates but at least monthly with Newsletters having complete stories of events and more frequent. Broadcast emails from cbezner will also be more frequent. You may want to go into your spam preferences and be sure emails from cbezner do not go into the spam folder—the website underwent a complete redesign the end of 2006. Please visit it and take a look at the new info. [Www.servicenetwork.org](http://www.servicenetwork.org)

WWW.CSI-CSI.COM

COMPUTER MAINTENANCE SERVICES

CSI is a premier provider of third party maintenance and engineering services, with an extensive record of delivering superior services on a national level to a broad assortment of commercial and government clients. CSI Engineers support a wide variety of computer hardware ranging from the mainframe to the desktop.



Supported Manufacturers Include:

- IBM
- DEC
- Memorex-Telex
- Storage Technology Corp.
- EMC
- SUN
- Hewlett Packard
- Servers
- PC Workstations (most manufacturers)

FOR MORE INFORMATION CONTACT:

BILL PERSHIN BPERSHIN@CSI-CSI.COM 301.921.8860

Maintech is proud to introduce

eMAINTTECH

- A web-based service call management system

eMaintech is a simple-to-use, yet powerful, online service call management system developed by Maintech to provide rapid access to our world-class system support team. Now clients can enter a request, track its status through resolution, and then build custom reports. It's a fast, simple, secure and reliable platform that allows you to get the most from your service contract with Maintech. To learn more, visit www.maintech.com.

39 Paterson Ave. • Wallington, NJ 07057 • 800.426.TECH • contactus@maintech.com



SIA welcomes new members and Oracle as a new sponsor

Certification

SERVICE STRATEGIES

Service Strategies' certification programs quantify service effectiveness based upon stringent performance standards and represent industry best practices. The programs are used in more than twenty countries worldwide and provide the definitive standard for service excellence.



SUPPORT CENTER PRACTICES CERTIFICATION

Designed to drive improvement in organizations that deliver remote support services such as:

- Technical Support
- Online Support Services
- Proactive Support Services



FIELD SERVICE PRACTICES CERTIFICATION

Designed to drive improvement in organizations that deliver onsite services such as:

- Field Technical Support
- Break/Fix Services
- Product Maintenance Services



PROFESSIONAL SERVICE PRACTICES CERTIFICATION

Designed to drive improvements in organizations that deliver planned / proactive services such as:

- Product Implementations
- System Integration
- Product or Services Consulting

800.552.3058

www.servicestrategies.com



Executive Roundtables

Schedule 2007 Board meetings & Executive Roundtables

June 21 & 22, 2007 Atlanta GA

September 13 & 14, 2007 Chantilly VA

November 29, 30, 2007 San Jose, CA

If you are interested in obtaining an invitation to one of these events contact the SIA headquarters

June 21 Roundtable Topics:

- Service Management System Interoperability - This topic was identified at the Summit as a need in the Service Industry—middleware software to connect all and have them talk to each other
- Business Development - This discussion will include Change and Methodology of Business Development; Impact of Organization Structure on your Business

Roundtable Topics for September 13 and November 29:

- Costs Ratios - Parts
- People Issues - Hire, Retain, Train, Pay, Education levels - technical work force aging problem and pool of qualified people getting smaller

Recap of last Roundtable:

Wireless World - Web portals C Betzner

10% Land Lines to 90% web portals or email for service

- Most service companies are using wireless technology or web portals to request service
- Front end interface is proprietary Software - service companies are developing their own from others being used as a base. Software & tools being used: Great Plains - service management package; Dynamics Suite; Remedy Software; salesforce.com; Leading Edge - Mission Critical - proactive predictability ;Servers - remote diagnostic; Next thing needed: A magic wand - remote management tools: Predictive Analysis Device

- Predictive vs. preventive

Customer Centric Service - Dr. Bill Bleuel, Pepperdine University

- Customers make paydays possible
- Surveys - Use form, personal face to face, web access, must do it periodically; determine whether your customers are healthier or not than previous period surveyed
- Are you getting a bigger piece of the pie; do you have customers with a problem or are they ready to fold?
- What is the status of your customer base: #1 loss technology change of participants
- Should Pricing be based on uptime rather than downtime when there is a problem
- How many lose business based on price?
- Very important you track profitability by Customer - about 1/2 around the table track by customer
- Pricing dictates by Market conditions
- Do you raise price on non-profitable customers or cut the customer; depends on what the market will bear and if you have time available by a tech who may just be sitting there.
- Manage to rollup numbers
- Look at what percent of hours per year billing compared to total hours in company for all employees; direct or indirect for employees dealing directly with customers; billable hours; ratio discussed was 4 to 1 or 4 billable to 1 non billable

Change in Customer Service: All web based; More real time; Can we sell Predictive Maintenance? Some are seeing more change on business rather than service; Customers have more request, i.e., less calls = less dollars; Create; articulate; service delivery reinforce value

Compensation Models Al Hahn, President & CEO Hahn Consulting Do you compensate on Revenue or Profit?

- Most participants base compensation for sales on Revenue; Depends on "What results you want"
- Set up Minimum acceptable Profit margin but base incentive on Gross Revenue; Set minimum threshold
- Have Quota's; Quota credit for service; Service tie to gross margin if possible

We offer a wide array of services, crossing many industry lines including, but not limited to:

- Information Technology
- Energy and Automation
- Telecommunications & Networks
- Office Automation
- Healthcare Technology
- Building & Plant Systems
- Logistics & Physical Distribution

Regardless of the client's size, geographic location, or industry focus, We can tailor a program to meet their needs

For More Information Contact:
Michael Blumberg, Chief Operating Officer

D.F. Blumberg Associates
Increasing profits through strategic service

1300 Virginia Drive, Ft. Washington, PA 19034
Phone 215.643.9060 FAX 215.643.9066
E-mail dfba@dfba.com

SIA Announces Prestigious Awards

The Service Industry Association proudly announces the recipient's of "The D F Blumberg Innovation Award" and "The SIA Lifetime Achievement Award." The first award, "The D F Blumberg Innovation Award" is given by SIA for Innovation in the Service Industry and the winner is Doug Morse, Oracle Corporation. This is the second D F Blumberg Innovation Award.



John Rinas left, Doug Morse right

The first was given in 2005 to Don Blumberg, posthumously, whom this award was named for. Nominees for this award come from the Service Industry Leaders and are presented to the SIA Board for the final decision. According to John Rinas, President of SIA, "while there were many nominees, the most outstanding innovative contribution was for the leadership Oracle is doing to enhance and define the Service Industry with skills requirements, while enhancing education to support the future of the global service industry." Oracle has met with Federal and other global governments to support funding and legislation for research and innovation in services and the academic institutions on the need to research and teach services. From a nationalistic point of view, this will be key for the U.S. economy.

The second award, "The SIA Lifetime Achievement Award" was presented to Joe Patton, of Patton Consultants, Inc.. This is the first time ever a Lifetime Achievement Award has been given by the Service Industry Association. "SIA is proud to present this lifetime achievement award to Joe Patton in recognition of his industry leadership in best practices and logistics," said John Rinas, President SIA.



John Rinas left; Joe Patton middle, Claudia Betzner right

Joe has contributed seven major textbooks and founded several companies in the Logistics and Support Parts area including Service InfoSystems, Inc. and Management Metrics Services, Inc.. Their COMputerized Management System (COMMS) was one of the first service and management maintenance systems, with over 100 installations. These business concepts have become the basis for the development of "Third Party Logistics" (3PL) companies that manage outsourced service parts logistics. Patton Consultants are trusted advisors to management in product service, logistics, and support systems. Joe plans to continue his work in this area as long as mind and body allow.

Congratulations to Doug Morse, Oracle and Joe Patton of Patton Consultants for winning these Service Industry prestigious awards.

Summit Wrap Day two

State of the Association, John Rinas President

Much of John's presentation is reviewed in actions by the board under the "New Board" section of this newsletter. John reviewed performance of the association with organization structure, discussed the significant changes such as a completely redesigned website; changing the pledge—opening membership to all service companies, changing the bylaws, quarterly roundtable successes, and the open access committee. He introduced the new board and called for recruitment help from the membership to solicit membership with their vendors and partners.

He also paid tribute to the outgoing board, especially **Jon Scott of PowerTech Solutions**, who is leaving the board to focus on his new position as CEO of PowerTech Solutions, a software company located in the Seattle area. Jon was a valuable member of the Board for the past six years bringing on multiple companies as members and providing much insight in the planning of the Summits and other actions by the Board.

Customer need for Real Time Info Part I; Roundtable—depot & onsite service Bill McCubbins, Chair of panel

The focus of this session was the need to provide real time data to customers for the services that on-site and depot repair/logistics companies are providing. Over the past 3 to 4 years there have been an ever increasing demand to provide a significant amount of data and that data must be available in a moments notice. In the on-site world the use of lap top PC and mobile devices have become the norm for field techs ability to collect data accessing the internet or wireless networks to send their data back, then put the data on a website designed for the customer to view and retrieve at will. Most Depot and Logistics companies have designed web front ends to their enterprise systems in order to provide that data to their customer. The participants were ask a series of questions such as what is driving the need for real time data, what their companies have done over the past 2-3 years to provide data, what kind of systems they use, can they sell web tool or reporting capabilities as an add on, how the data is used, & trends. The participants: Paul Nadjarian of OnForce; Randy Parks of Diebold; Craig Youngblood of LMS, Rich Guglielmo of AMCOR; Frank D'Alessio of Maintech.

Part II: A Panel of technology providers with Creg Coleman Chair of the panel

Wayne Freeman of Sprint provided an in-depth overview of their strategic alliance with a Blackberry application on the Sprint Network. Bruce Krohn of Motorola (Symbol Technology) also provided his global field mobility solutions. Complete presentations by both are on the website and it would be hard to pick a few examples of their services and products since they are so extensive so you should go to the website to check it out.

Do You Pay Incentive Compensation based on Revenue or Profit—Al Hahn

Statistics show that 80% pay on net revenue and 20% pay on profit margin. AL provided other statistical data to the group based on his extensive experience in Consulting to the major corporations of the country on Sales & Marketing—their compensation, how to hire them, train them, etc. He also talked about the top sellers attributes and whether the organization structure was pro-sales or a hindrance and the effect a bad structure would have. This subject received so much passion, it will be part of the SIA Executive Roundtable in 2007.

Placing Customers at the Heart of your business Panel—AL Hahn, Chair

The panel of Chief Sales Officers included Mike Richards of Paladin, Bob Huebner of Northrop Grumman and Lee Czarapata of Runzheimer. The panel was ask a series of questions reviewing best practices for pursuing business, discussing if websites are a plus and other new techniques in selling services. Some of the questions included: How they place the customer at the heart of their sale, if they are using the Internet to help sell services, How they work with keeping customers at the heart of their sale, technologies being used, how they compensate sales and percent of sales compensation commission.

- When customer communicates by email—call them back—big opportunity; placing customer at the heart of your sales increases sales probability from 3% to over 70%; Relationships are the name of the game—primary importance in customer retention; 31% of leads come from the web; strategic positioning, customer relationship and performed market shaping activities with results. In a instant survey of the group in determining the success of a sale or not half of the audience thought problems were with sales management and the other half thought the problem was the sellers. In the same instant survey the group was ask if problem of sales performance was (a) general management; (b) sales management or (c) sales. General management was about 50% of the problem, sales management was about 20% and Sales was 30% of the problem. Mr. Hahn also revealed it costs five to seven times more to acquire a new customer than retain an existing customer so you are much better off training your sales people, compensating the sales people based on those results.

Summit wrap

Services as a Science, Doug Morse of Oracle

Doug discussed SSME—Services Sciences Management Engineering and the work he and Oracle are doing to enhance and define the Service Industry with skills requirements, while enhancing education to support the future of the global service industry.” Oracle has met with Federal and other global governments to support funding and legislation for research and innovation in services and the academic institutions on the need to research and teach services. From a nationalistic point of view, this will be key for the U.S. economy. He discussed SSME being a “Science of Services.” Doug and Oracle are creating a non-profit to bring Academia, government agencies and the Service Industry together creating funding for education, a new level of awareness looking at services as a science and at some point even creating an SIC code for service. According to Mr. Morse, they define SSME as “the application of scientific, management and engineering disciplines to tasks that one organization beneficially performs for and with another (services). In general service innovations can improve service productivity, service quality, service compliance, service sustainability.

Medical IT Convergence—Dr. Elliot Sloane Professor Villanova

Dr. Sloane began his briefing at the 2006 Summit and was invited back to discuss what has happened recently in this area. With healthcare being the largest single market sector in the U.S. and one in five dollars going to healthcare and costs growing at an astounding rate—healthcare continues to be a major factor in the U.S. economy. He discussed how waste in healthcare could exceed 40% of costs. He also talked about errors causing an alarming number of hospitalizations and deaths. Serious injuries or deaths totals 98,000 per year and there doesn’t seem to be any improvement over the last year. He also discussed what is being done by the U S Dept of Health and Human Services for National Healthcare Information Technology and the government mandate to provide electronic health records by 2014.

The Roundtable discussions led by Dr. Jim Alexander of Alexander Consulting

The last portion of the day was devoted to customer solutions. After the group identified some of the issues, three were selected to work on and the groups were broken apart into three separate groups with a facilitator and discussion leader of each group. The issues: (1) Identify attributes of “most satisfied customers” - This was led by Chuck McNew; (2) Review attributes of “Satisfied Customers vs. Very Satisfied Customers and Dissatisfied Customers vs. Very Dissatisfied Customers—this was led by Al Hahn; (3) Why do we still have issues of customer dissatisfaction—this was led by Bill McCubbins.

(1) Why does our customers love us—The group answered:

- They love consistent Communications—Feedback—both directions— Follow up on input they provide - correlate feedback to internal facts
- Field Service Group Rapport—Exceeding Expectations
- Metrics—segmentation of satisfaction levels & customers
- Ease of doing business—request testimonials and gage your standing—Referencability

(2) Satisfied vs. Very Satisfied and Dissatisfied vs. Very Dissatisfied—the group answered:

- Changing very dissatisfied to satisfied can become most loyal and best customer—very dissatisfied tells 13 when satisfied may tell a few, therefore first focus on very dissatisfied.
- Leverage effort vs. results
- Make one person responsible and empowered for change—must be knowledgeable
- Increase volume and frequency of communications

(3) Why do we still have issues with customer dissatisfaction—the group answered:

- Take business for granted—History always repeats itself
- Not tied to corporate compensation
- Customers assume we are just after their money
- Management often sees this as a giveaway (costs impact ROI) - always customer problem
- Not keeping up with changes in customer demand or expectations—4 hour *was* just show up, *now* you must have part/s.

SIA Summit Review

All presentations are now on the secure portion of the website, called “Member Only.” If you are not a member you may want to go to the website and sign up for the latest news.

Golf Tournament Results

The first event of the Summit was the annual golf tournament, with Doug Reece of Halifax and Bill McCubbins of POSDATA, co-Chairs of the event. It was held Sunday afternoon at Stallion Mountain Golf Course and the winners were: 1st place foursome—Greg Coleman, Matt Manix, Doug Reece and Bill McCubbins. 2nd place foursome was Chuck Bishop, David Yarborough, Craig Youngblood and David Licosti. Closest to pin winner was Craig Youngblood. Third place foursome received golf balls and they were John Rinas, Ken Butler, Mike Richards and Larry Wahl. **Special thanks to the Chairmen of this event, Doug Reece and Bill McCubbins.**

Agenda and Presentations

The State of the industry was delivered by Dean Davison of Nautilus and Malcolm Ridgway of Masterplan. According to Mr. Davison of Nautilus the IT market grew by 6.3% in 2006 to a whopping \$1.1 trillion. Trends that framed IT changes included: Process becoming paramount;

Globalization is growing up; Service Oriented Architecture is taking root; data centers getting reassessed. The bottom line: IT service organizations will continue to improve budgets modestly but CIO careers will be determined by ability to impact business results; emerging technologies will continue to be deployed but will not automate changes at degree required; requirements for security, mobility and compliance will continue without over arching strategies by most companies; aligning objectives and budgets will continue to challenge CIO’s. According to Blumberg & Associates, “Independents in the Medical Service Industry make up 17% of the total market with the major OEM’s making up 67% and In-House the remaining 16%. Crothall acquired Kinetic Biomedical, Masterplan acquired G T Partners and obtained additional private investment partner, Linc acquired Technology in Medicine, UHS acquired an arm of Intellamed Facilities management companies are the latest to view med equip service as a strategically important market segment such as Linc, Sodhexho, and Crothall. Niche service providers such as accelerators, anesthesia eqpt. & sterilizers continue to do well by partnering with OEM’s, ISO’s and In-house service providers. Hospitals still strongly focused on reducing costs and the important question is “Will any of the medical ISO’s be able to capitalize on the Medical Device—IT convergence opportunity?”

Jeanne Bliss delivered a **dynamite Keynote presentation** which is also on the SIA web page. She talked a lot about the “Duh” moment when companies deliver unplanned “defaulted” experiences to customers. She also talked a lot about “Cha Ching \$,” which results from customers having such a great experience with everyone in your company which creates a desire for that experience to continue. Statistics show that half of customers who buy service don’t think there is really any difference in you and your competition. What they are looking for is an enjoyable experience with your company. Emotionally connected customers make loyal customers. She reviewed Harley-Davidson, and Gotjunk.com, Chick-fil-a and Lands End as companies that have created great branding because they have connected emotionally with their customers resulting in “Cha Ching,” while providing great customer service. Ms. Bliss ask us to look at customers as assets and patients not cases; customers not claimants; people not copiers. Unify the experience, that’s all you’ve got. Of course, you would have had to be there to get the 5’ tall bundle of bling dynamite she delivers.

Customer Analysis Panel: Moderator: Walt Gasparovic, President, The Gasparovic Group, Inc. Walt ask each of the four panelist a series of questions including: Positive Customer experiences, Negative Customer experiences, changes each could see in customer satisfiers, changes each could see in customer dissatisfiers, how the changes have affected their business strategies, conclusions they have reached in service deliverables, conclusions they have reached on customer attitudes toward price vs. performance equation, and finally, how they related customer perceptions of price and value to profitability. Each participant shared openly their experiences and perceptions providing valuable insight from four totally dif-

ferent perspectives (1)IT service—Chuck McNew of Halifax; (2) Software—Jon Scott PowerTech; (3 & 4) Medical Service—Paul Monahan Jr. of TiM and Liz Samra of Masterplan



A special thank
you to the sponsors
of the summit:
**Sprint, Redpack
Network, Service
Strategies,
AMCOR**