

The **Service Excellence Report Process** is the only tool available from anyone, anywhere that provides an **objective** measure of Comparative Service Excellence Outcomes compared to the very best in the world. It is based on extensive and rock solid research into what it takes to create and sustain an organisation that can exceed expectations in every respect. The Service Excellence Report enables an organisation leadership to understand where they are positioned, in comparison to the very best, where their main threats lie, what the implications are and helps them decide very clearly, collectively and speedily what they need to do. There is nothing else as fast, as accessible or as affordable.

Service Excellence provides massive comparative competitive advantage compared to the average in ANY sector = Comparative Performance Outcomes Research by Dr Vinod Singhal



Measured 5 Year GROWTH	Average	Excellent	Competitive Advantage	Comparative Outcomes
Operating Profit	43%	86%	43%	+ 100%
Sales	32%	62%	30%	+ 94%
Return on Sales	0%	12%	12%	Infinite!
Return on Assets	6%	13%	7%	+ 117%
Total Assets	37%	67%	30%	+ 81%
Share Price	70%	114%	44%	+ 63%

A "Bit Better Than Average" is now a strictly **TEMPORARY** and **PRECARIOUS** position.

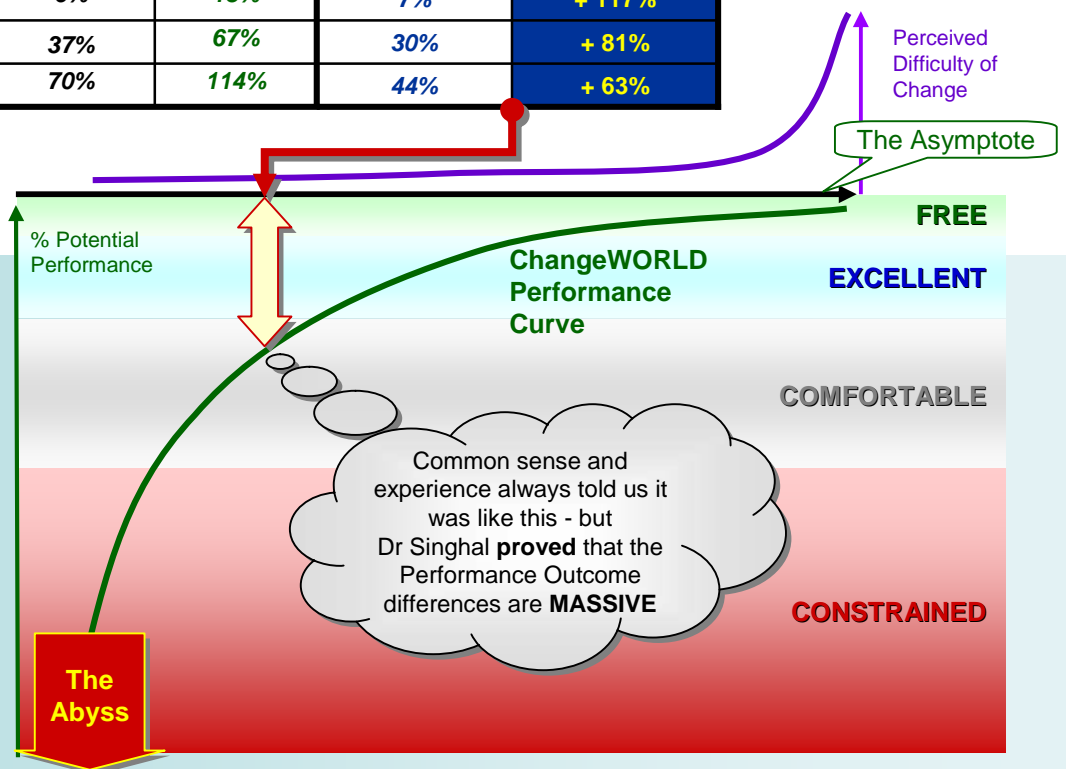
The Service Excellence Report Process

Chief Officer

Check Context & Focus
Prepare team briefing
1:1 meeting
Time needed – ½ day

Web Questionnaire

15 Competitive Strength questions
10 Abyss choices from each of 6 sectors
Time needed - 40 mins



Service Excellence Report - generation - 66 pages

One overall Service Excellence condition – Free, Excellent, Comfortable or Constrained
6 times 10 Abyss Ratings from Not Relevant to High Impact
Full spread of individual inputs clearly shown (but anonymous)
2 Decision Workshop Preparation templates - < 2 hours needed

Service Excellence Report - distribution with briefing for leadership team - ½ day

SER Decision Workshop

2 full days – within 2 weeks

Understand Service Outcome Implications of Comparative Service Excellence score
Understand organisational and personal implications of Abyss ratings
Explore and resolve range of views
Clarify the range of controllability
Make one of THREE choices of potential overall Outcome
Unanimously commit to first steps

SER Review Workshop

1 half day – within 3 weeks

Confirm that action has started – ensure that next steps are clear

“We now know how our organisation compares with the very best in the world. We fully understand the service performance outcome implications of this and the threats that we see coming up behind us. We have made our choice of the Transformation of Performance we need. We are unanimously committed to action.”