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## SERVICE QUALITY

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| <b>Focus Area Champion:</b>         | Nick DeVito   |
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| <u><a href="#">Participants</a></u> |               |

- [Definition](#)
- [Metrics](#)
- **World Class Performance**
- **Best Practices**
- **Best-in-Class Recognition**

### I. DEFINITION

**Service Quality** is services that is consistent with customer expectations and stated obligation

- Customer Care; Customer expectation
- Performance
- Value

Service Quality is not . .

1. not elegant architecture
2. not bells and whistles
3. not PR/advertising
4. reliability
5. service unavailability
6. blocking
7. high priced
8. network-focused

### II. METRICS “Attributes”

What the group did was brainstorm about the possible metrics for the three areas defined. We used the voting method to narrow down the input to the highest three or four items in each area. What we arrived at is a framework for possible categories for measurements; what needs to still be done is to start an open dialogue with industry players to flush out

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and/or define what actual measurements should be tracked in order to satisfy these element or attributes

## **II.1 Customer Care**

### **1. Problem resolution: measure**

- *number of issues resolved on first call,*
- *time to acknowledge trouble,*
- *time to resolve trouble*

### **2. Simple interface: measure customer rating of intercalation (with real human)**

### **3. clarity of communication**

- *is bill understandable (survey customers or and/or count how many troubles are attributed to misunderstanding of the bill)*
- *measure marketing offer level of understanding (how to use the network)*

### **4. access to life/line "emergency call" service: 100% measure (to be completed at future workshop)**

## **II.2 Technical Performance**

The first three attributes received the most support. The last three are listed in the order on number of support received:

1. Availability of functionality: measure (to be completed at future workshop)
2. Interoperability /transparency: measure (to be completed at future workshop)
3. Conformance to service specifications: measure (to be completed at future workshop)
4. time to install/restore vs. customer due date
5. single point of contact: measure does it exist yes/no (also are these people well trained and qualified to satisfy customer questions and properly respond to troubles)
6. outage impact: measure Outage Index??

## **II.3 Value**

1. customer perception of service delivered (worth what is paid for): conduct surveys; we need to define customer perception
2. cost to customer to overcome non conformance to service obligation: collect date of possible customer impact after outages or troubles
3. count number of complaints
4. Record churn rate attributed to quality: keep data (surveys) of customers who left due to reduced quality

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5. willingness/ability to pay : measure (to be completed at future workshop)

## II. PARTICIPANTS

The working group participants consisted of the following industry professionals.

| Name             | Affiliation           |
|------------------|-----------------------|
| Aduskevicz, PJ   | AT&T                  |
| Duell, Kenneth   | AT&T                  |
| Healy, John      | Bellcore              |
| Higuera, Ronald  | Carnegie Mellon       |
| Lawton, Ray      | Ohio State University |
| Machol, Richard  | AT&T                  |
| Mahmoud, Esmat   | AT&T                  |
| Marchisio, Laura | CSELT                 |
| Neswadba, Horst  | Siemens               |
| Parton, Dennis   | AT&T                  |
| Rak, Dan         | Lucent Technologies   |
| Schiavone, James | AT&T                  |
| St. Peter, Chuck | Ameritech             |
| Thayer, Whitey   | U.S. FCC              |