



Customer Spotlight

Driving Global Support Consistency



Cognos is the world leader in business intelligence (BI) and performance planning software for the enterprise. Their solutions let companies improve and direct corporate performance by enabling all of the key steps in the management cycle—from planning and budgeting, to measuring and monitoring performance, to reporting and analysis. Cognos is the only company to support all of these key management activities with a complete solution that spans all of the essential components of CPM—enterprise planning, scorecarding, and business intelligence.

Founded in 1969, Cognos employs over 3,500 people and serves more than 23,000 customers in over 135 countries. Whether they choose to apply Cognos software strategically on an enterprise scale, or leverage it as a point solution to address key operational requirements, their customers use Cognos to better monitor, understand, and drive the successful performance of their business. Cognos customers are involved in every industry sector including automotive, banking and insurance, energy and natural resources, government, healthcare, manufacturing, and pharmaceuticals.

The Challenge

Cognos maintains multiple support centers worldwide to provide language specific global support coverage. With global support, customers can get assistance from the support center that best suits their language requirements.

“Customers typically prefer to converse in their first language. Generally French customers would contact the Cognos support center in Paris and German customers contact the Cognos center in Frankfurt. The same applies for North American or Asia Pacific customers,” said Dave Achtemichuk, Cognos vice president of customer success and support.

While industry satisfaction surveys administered by Prognostics, Inc. revealed that customers recognized Cognos Global Customer Services as a high quality support organization, Cognos management determined there was still a need for additional uniformity and stability in internal procedures. “Cognos was successful in implementing global support, yet we still had room for improvement. We had programs that were essentially the same in North America, Australia, Japan, and all over Europe, but we needed to standardize and document the processes to ensure continued excellent customer satisfaction,” said Perry Kelly, director, knowledge management and support technologies.



17075 Via Del Campo
San Diego, CA 92127
Tel: 800.552.3058 or 858.674.4864
Fax: 858.674.1192
info@servicestrategies.com
www.servicestrategies.com

“SCP has provided more focus on areas for ongoing improvement. We feel very successful now in our ability to deliver a unified support message to all of our global customers.”

Perry Kelly,
Director, knowledge management
and support technologies

The Solution

As part of their effort to continue improving global support operations, the Cognos management team began researching support industry benchmarking and standards programs. The goal was to better understand which of their support processes were industry best practices and which could be improved. “Executive management was hearing more and more about certification from our customers, many of which are technology companies. They decided to conduct benchmarking visits with several customers who were participating in the Service Capability & Performance (SCP) Standards. When the executives saw what the SCP Standards had done for those organizations, they were very impressed, and decided to implement SCP within the customer support organization,” said Kelly.

Through further investigation, Cognos learned that the SCP Standards, are internationally recognized and were created by Service Strategies Corp. and a consortium of leading technology companies. The standards quantify the effectiveness of customer service and support, establishes a foundation to build on existing quality processes, and provides a clear focus on measurable results. In addition, comprehensive on-site audits ensure that companies meet the requirements of over 100 business elements defined in the program. Certified organizations must demonstrate their continued commitment to high performance standards through annual re-certification audits.

Service Strategies is responsible for administering the SCP Standards and conducting on-site certification audits. “The SCP Standards provide Cognos with a roadmap for unifying their global service delivery,” said Ben Stephens, vice president of Service Strategies. “They have been able to leverage their commitment to SCP by driving process consistency throughout the Global Customer Services organization.”

“The SCP process allows us to work with someone from Service Strategies who totally understands what we do. We are able to gain insight into best practices implemented by other SCP Certified organizations, and share best practices we have successfully implemented here at Cognos,” said Kelly.

Achieving certification under the SCP Support Standard has helped to guide Cognos in selecting which key initiatives to implement for the support organization. “Adopting the SCP Standard has enabled us to put our focus in the right areas to maximize the value of our changes,” said Kelly.

“Cognos has always been recognized as having a top quality support organization and being SCP Certified has given us additional credibility, has validated the best practices we already had in place, and provided more focus on areas for ongoing improvement. We feel very successful now in our ability to deliver a unified support message to all of our global customers.”

Cognos is committed to the SCP Certification process and has certified its centers in North America and Europe. As a forward thinking company, Cognos knows that that the next level of competitive advantage-and the next breakthrough in productivity-will come from companies better connecting their people to the business, its vision, its strategy, and its performance. And as enterprises around the world move to adopt corporate performance management, Cognos will continue to direct their products, support, and services toward helping their customers deliver on that promise.

To learn more about Cognos and their lineup of industry leading Business Intelligence and Performance Planning tools, visit www.cognos.com

To learn more about the Service Capability & Performance (SCP) Standards and what they can do for your service or support organization, contact Service Strategies Corporation at 800.552.3058 email info@servicestrategies.com, or visit www.scpcertification.com

About Service Strategies

Service Strategies advances service excellence for quality-minded organizations by providing industry standards, consulting, and training solutions that ensure delivery of consistent, high-quality customer service and support.

Service Strategies applies a proven benchmark process to its standards programs that measure and drive effectiveness for continuous service improvement. In addition, the company's tailored training programs enhance the careers of service professionals throughout the industry and lead to increased organizational effectiveness.

The world's leading service and support providers use Service Strategies' Service Capability & Performance (SCP) Standards as a roadmap for service excellence and a qualitative and quantitative measure of success.



To learn more about the Service Capability & Performance (SCP) Standards and what it can do for your service and support organization, contact Service Strategies Corporation at 800.552.3058 or email info@servicestrategies.com

