



Research Agenda Member Webcast

Pim Bonsel, Executive Vice President of Global Research
Mike Davison, VP Member Programs

- The *New* AFSMI
- AFSMI Research Overview
- Individual Member Research
- Corporate Member Research
- Publishing Results
- 2007 S-Business World Conference

The New AFSMI: The Network of Service Associations



Benefits of the network:

- Deliver new programs rapidly
- Enhanced research and information
- Additional opportunities for peer engagement

- Shared research model reduces member expense
- Research topics are member-driven
- Results incorporate the collective experience of the AFSMI membership
- Findings are business-oriented, highly relevant and actionable

AFSMI Research Overview: Two Sources of Services Content

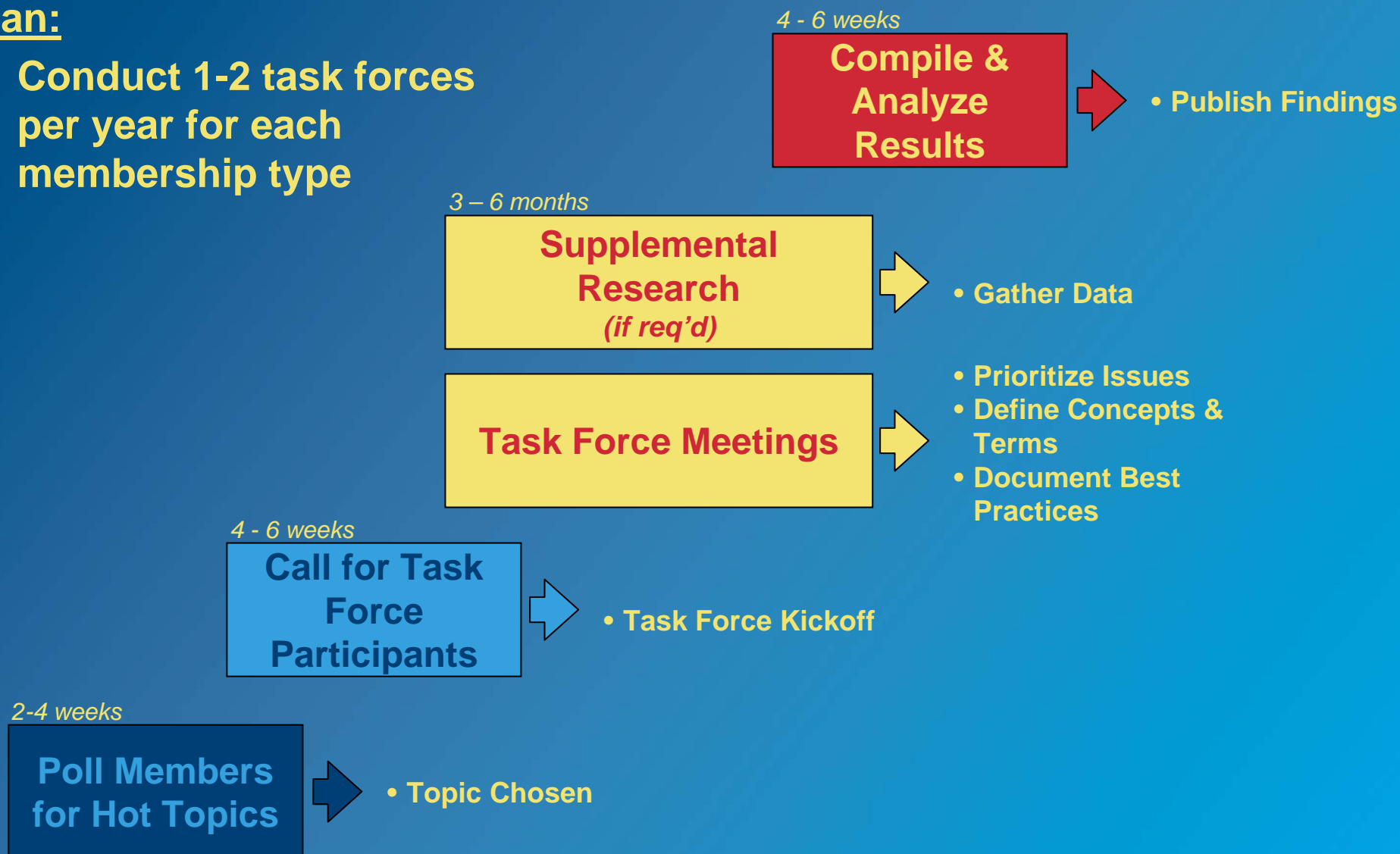


- **Identify & Publish Expert Content:**
 - Selected articles, research reports, white papers from across the industry
 - Reviewed and selected based on member needs and requests
 - Published through AFSMI website and publications
- **AFSMI Original Research:**
 - Topics based on member needs
 - Member Task Forces frame issues and share best practices
 - AFSMI conducts primary & secondary research
 - Internal AFSMI research analysts plus external sources as needed
 - Incorporate AFSMI Services Benchmark data as well as membership surveys

AFSMI Research Overview: Member Task Force Process

Plan:

- Conduct 1-2 task forces per year for each membership type



AFSMI Research Overview: Research Scope Tied to Membership



Individual Membership

Resources and programs for
Service Professionals

*What's New:
Lower Price – Higher Value*

Research Scope:

- People Management
- Career Development
- Skills Enhancement

Corporate Membership

Resources and programs for
Service Organizations

*What's New:
Membership Benefits For All
Employees*

Research Scope:

- Service Level Agreements & Maintenance Pricing
- Business Strategy & Leadership
- Operational Quality & Efficiency
- Staff Development

- **Scope**

- **Managing People**: Guidelines and best practices for managing service staff
- **Career Planning**: Training, education, and certification programs to help take your career to the next level
- **Competencies and Skills**: Developing the skills and competencies you need to be successful in your job

- **Expert Content - Example Titles**

- **Managing People**

- Performance and Talent Management Trend Survey 2007
- Preparing for the Age of the Distributed Workforce
- Attracting, Developing and Retaining Top Talent

- **Career Planning**

- Services as a Business—an Operations Perspective

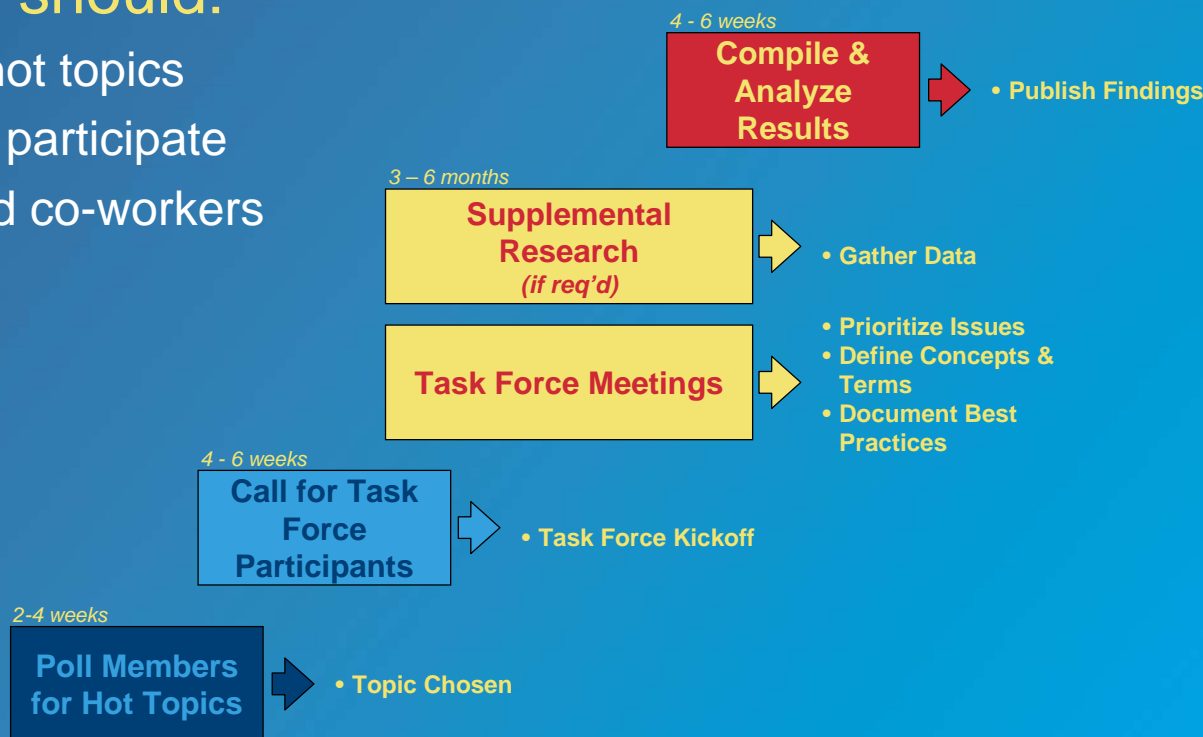
- **Competencies and Skills**

- Defending Support and Maintenance Prices
- Best Practices to Increase Offer Acceptance Rates
- Ten Principles for Knowledge Management Success
- Redefine Customer Service with Service Intelligence

Individual Member Research: Member Task Force Status

- Poll members for hot topics – July
- Call for task force participants – August
- Task force kick-off – September
- Individual members should:

- Provide feedback on hot topics
- Respond to the call to participate
- Recruit colleagues and co-workers to participate



Individual Member Research: Member Task Force - Potential Topics



Managing People

- Recruiting, Interviewing and Hiring
- Compensation & Rewards
- Managing to Goals and Objectives
- Changing Attitudes and Behaviors
- Team-building and Staff Motivation
- Communication – Effective Talking & Listening Skills

Career Planning

- Typical Service Career Paths
- Service Job Definitions
- Education, Training & Certifications
- Communicating “Up”
- Grooming the Chief Service Executive

Competencies and Skills

- Customer Communication Skills
- Troubleshooting & Problem Diagnosis
- Time Management
- Project Management
- Technical Skills
- Building Cross-Functional Alliances

- **Scope:**
 - **Operational Quality & Efficiency:** Guidelines and best practices to optimize the efficiency and effectiveness of the service organization
 - **Service Level Agreements:** Common practice for service levels offered and associated pricing strategies
 - **Organizational Strategy & Alignment:** Research and insights from the industry's top thinkers on service trends and strategy
 - **Organizational Skills Development:** Training, education, assessment and recognition programs to help take your service organization to the next level
- **Expert Content - Example Titles**
 - **Marketing and Sales**
 - ABC's of SLA's
 - Maturing the Services Marketing Capability
 - **Field Operations**
 - Calculating the cost of MVS Support
 - Field Service Optimization
 - **Customer Support**
 - On Demand Service and Support
 - Creating a great customer self-service experience
 - Creating the business case for CRM
 - **Professional Services**
 - The 7 Megatrends of Professional Services
 - Global Service Delivery
 - PSA Usage: Member Survey Results
 - **Leadership and Management**
 - Knowledge Management Best Practices for SMB's
 - 10 Principles for Knowledge Management Success
 - Moving from Problem Resolution to Service Solutions

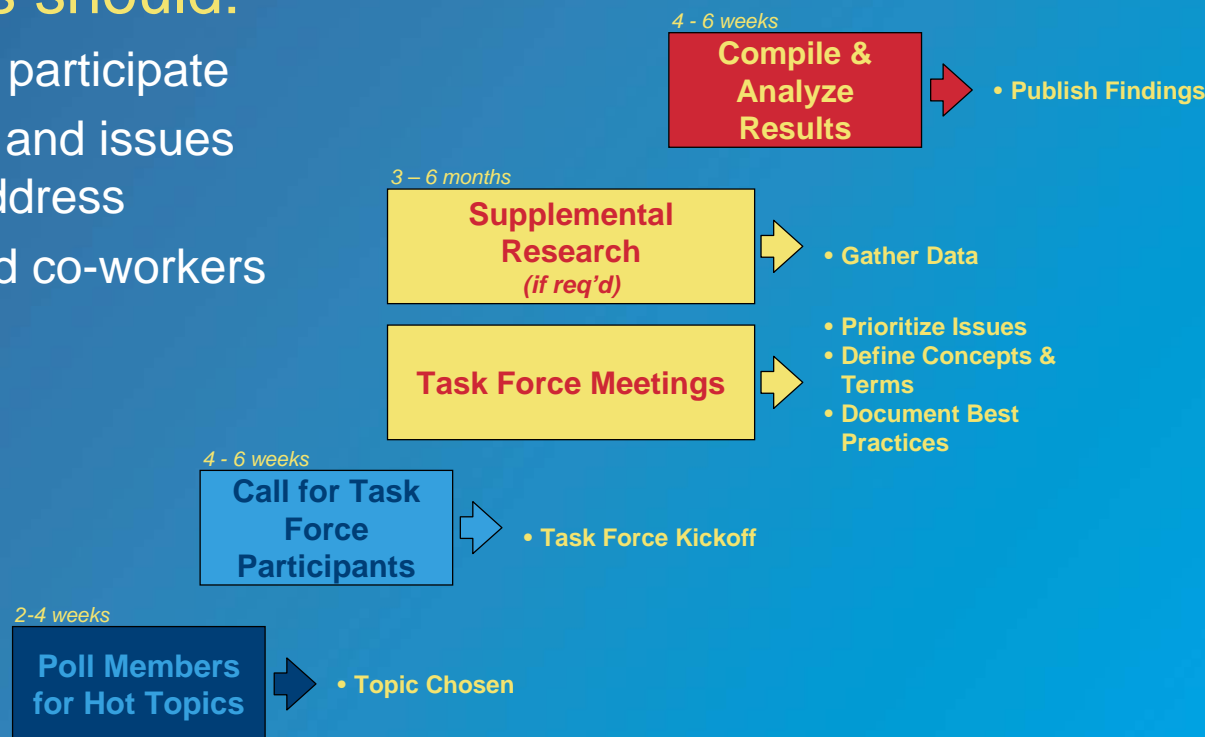
Corporate Member Research: White Paper Publication Calendar



June	Customer Relationship Management <i>“Using your market antennae”</i>
July	Employee Loyalty: <i>“Pillar or pitfall for generating growth?”</i>
August	Shifting Service Sources: <i>“Outsourcing, offshoring and managed services”</i>
Sept	Using a Common Foundation: <i>“Service maturity and global consistency”</i>
October	Selling the Service Experience: <i>“Are we finally becoming customer-centric?”</i>
November	Leadership: <i>“The convergence of value-added support and professional services”</i>
December	Driving Service Productivity
January	Matching Self-Service and Customer Support
February	Defending the Maintenance Crisis
March	Service Performance Management: <i>“Measuring Service Business Reality”</i>
April	Annuity Management: <i>“Service Level Contracting”</i>
May	Differentiation vs. Standardization in Services: <i>“Is Standardization conflicting with our USP?”</i>

Corporate Member Research: Member Task Force Status

- Hot Topic Chosen: **Service Level Agreements**
- Call for task force participants – July
- Task force kick-off – August
- Corporate members should:
 - Respond to the call to participate
 - Identify key questions and issues for the task force to address
 - Recruit colleagues and co-workers to participate



- ***Newsline: monthly e-newsletter***
 - Scope: News and highlights from in-depth research and articles
 - Audience: Individual and Corporate Members
- ***S-Business Journal: quarterly magazine***
 - Scope: Analysis and in-depth feature articles
 - Audience: Individual and Corporate Members
- ***AFSMI Website: the information repository***
 - Scope: News, AFSMI Digital Library, AFSMI original research reports, white papers and presentations
 - Audience: Individual & Corporate Members
 - Note: major website upgrade in progress summer 2007
- ***AFSMI Conferences and Events: discussion and debate***
 - S-Business World Conference (Fall)
 - S-Business European Leadership Conference (Spring)
 - Chapter events

- Sept 16-18; Shingle Creek Resort, Orlando Florida
- **Keynotes**
 - Jack van Driel, CTO/IBM Benelux: “*Play it Right 2.0*” (Moving up the services value chain/theory and practice)
 - Chip Bell, best-selling author: “*Customer Devotion*”
 - Steven Smith, author and consultant: “*Egonomics*” (Harnessing the power of ego)
- **Centers of Excellence tracks**
 - 15 sessions
 - Sales and Marketing, Field Service, Customer Support, Professional Services, Leadership and Management
- **Power Panels**
 - “Service Leadership”
 - “Benchmarking Services Industry Standards”
- **Plus Technology Expo, technology partner presentations, numerous networking opportunities**

(Register today – Price increases on July 1st)

The New AFSMI: Member Webcast Calendar



- The New AFSMI Held 6/14
 - New Membership Levels and Conference Update
- AFSMI Research Agenda Held 6/27
 - Expert content & original research for Individual & Corporate members
- AFSMI Services Benchmark Program July 18
- New Training & Education Programs August 8
- The New AFSMI Website Overview September 5
 - Plus an overview of the upcoming World Conference

***Attend upcoming webcasts to learn more
about the New AFSMI***

- Research projects are now included in membership
- Individual and Corporate members have separate research programs
 - Individual research focuses on the service professional
 - Corporate research focuses on the service organization
- AFSMI will be publishing two types of information
 - Expert Content – white papers, articles and research findings from across the services industry
 - Original Content – combining the work of member task forces with supplemental primary and secondary research to address our members' hottest topics

- **Individual Member Research Agenda**
 - Expert Content on Managing People, Career Planning & Skills Development
 - New Task Force – polling members in July to identify a hot topic for the first Individual Member Task force
- **Corporate Member Research Agenda**
 - Expert Content on Field Service, Customer Support, Professional Services, Sales & Marketing, Leadership & Management
 - Monthly white paper calendar on critical service topics
 - Corporate Member Task Force – Service Level Agreements is the hot topic for the first Corporate Member Task Force. Calling for task force participants in July
- **Research Publications**
 - Member options for accessing published research: Newslines, Sbusiness Journal, AFSMI Website & AFSMI Events



Questions?

If you have questions about anything we presented during today's webcast you can contact:

Pim Bonsel, EVP Global Research – pbonsel@afsmi.com

Mike Davison, VP Member Programs – mdavison@afsmi.com