

Gartner Customer Service and Support Score

Sample report

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Meet Gartner Customer Service and Support Score

Introduction to Gartner Customer Service and Support Score

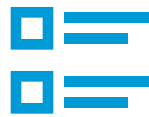
Functional leaders use Gartner Customer Service and Support Score to measure the maturity of their function in key activities, prioritize areas of improvement and plot the function's path to improvement. This is an excerpt from a full report, which provides detail on a wide range of functional activities. Gartner Customer Service and Support Score covers **16** functional activities across **6** functional objectives.

Here's how it works



1. Measure the performance of the function in terms of:

- **Maturity.** We ask a series of yes/no questions about how your function approaches and executes each one of a range of key activities and objectives specific to your function.
- **Importance.** We ask you to indicate how important each of those activities is for your function to meet its enterprise objectives.



2. Prioritize.

- **See your maturity levels at a glance.** On a simple bar graph, we plot the maturity level of each activity and its importance — and you get your first glimpse of where maturity and importance aren't aligned. For example, your function may be highly mature in activities that aren't very important to driving business priorities or highly immature in activities that are.
- **See your priorities in rank order,** based on those gaps between maturity and importance. Immediately you can see what should be your highest priorities for improvement if your function is to drive business goals effectively. You also see which activities need less attention.

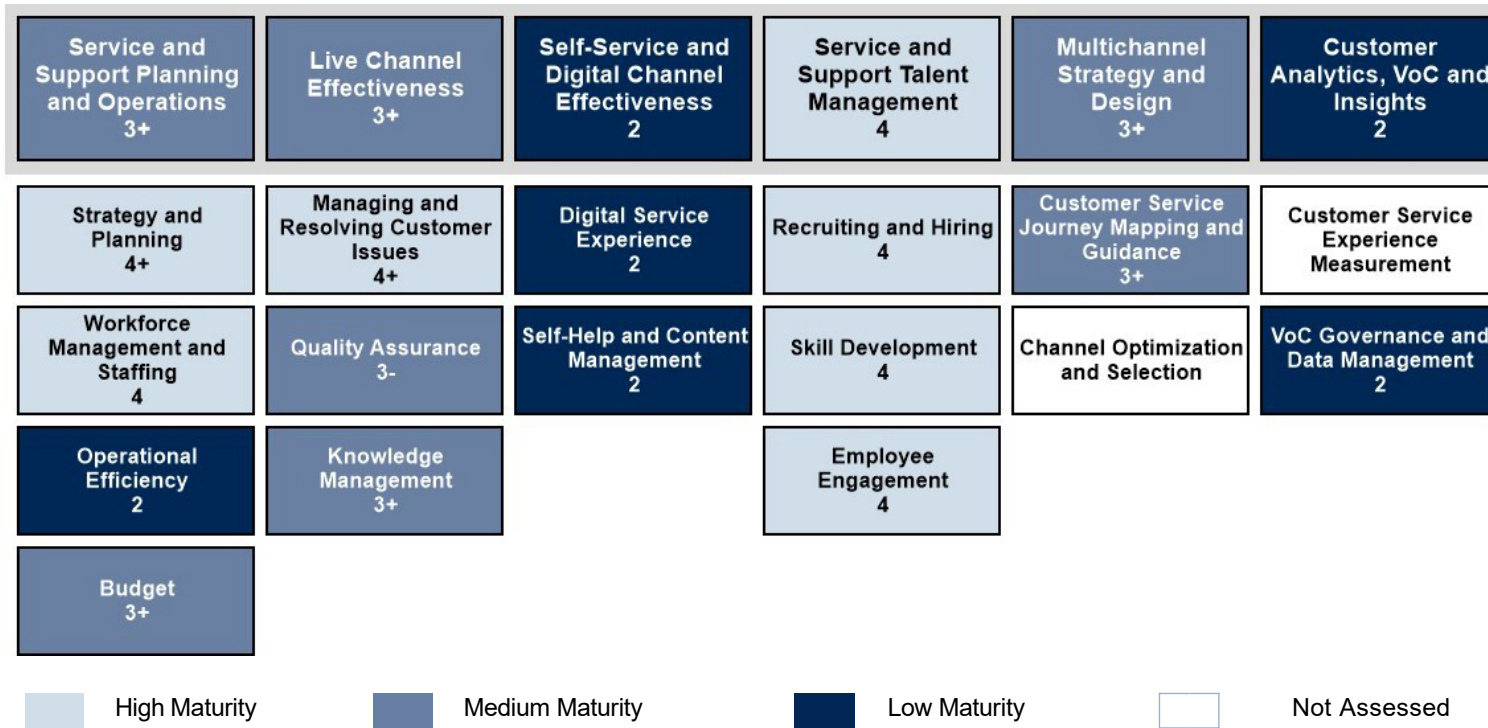


- #### 3. Improve.
- We provide you with steps to take on your path to improvement in whatever activities the data shows to be the biggest significant opportunities for improvement.
- **“A Pathway to Maturity”** lists action steps required to reach the next level in each specific activity.
 - **Recommended related resources** provide associated insights. In some cases, a Gartner advisor delivers the report and helps with prioritization and action planning.

Read on for more insights and recommendations you might receive on an individual activity. A complete report shows you the current status and improvement path for all activities and objectives in your function.

How mature are your functional activities?

Gartner Customer Service and Support Score benchmarks your self-assessment to provide you with a current maturity score by activity.

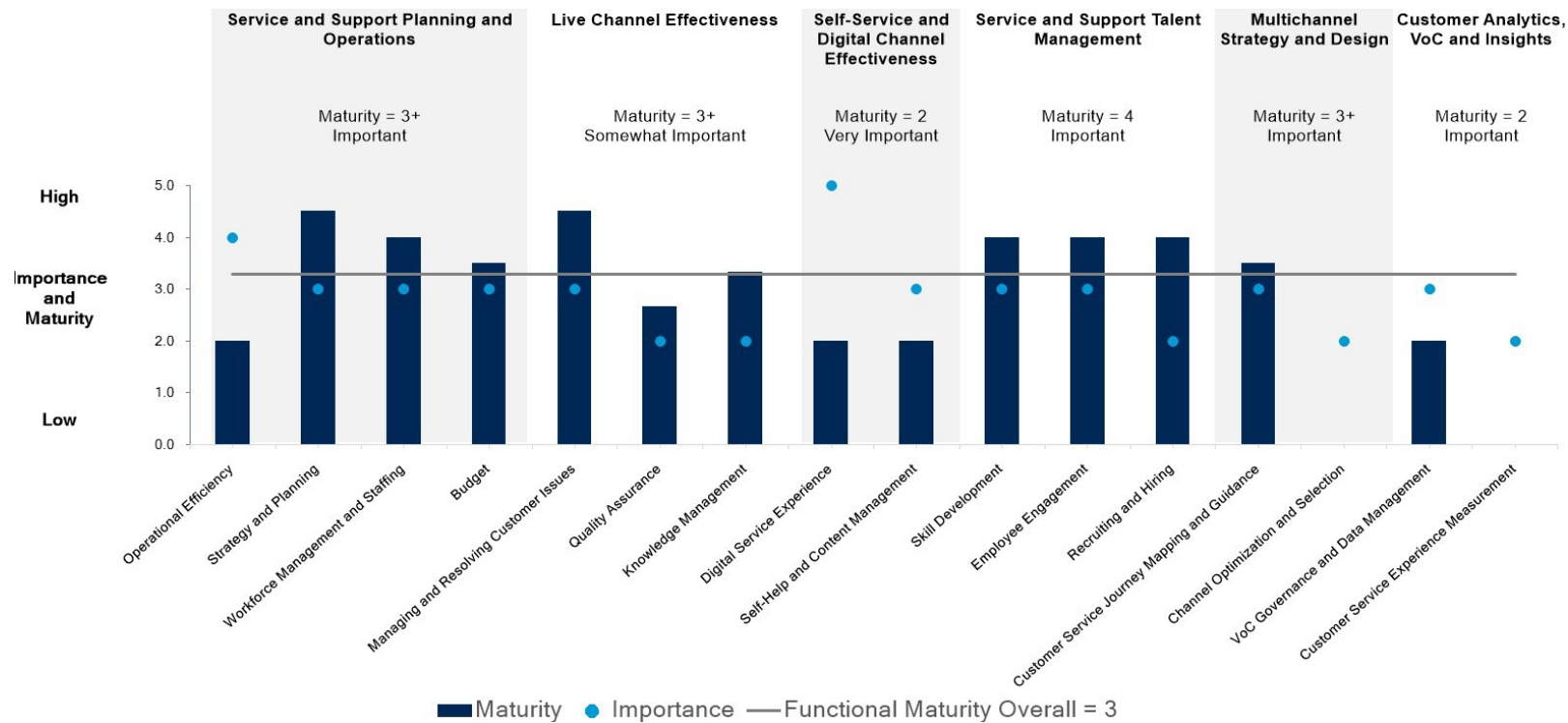


Maturity: Measured on a scale ranging from 1 (Low) to 5 (High), maturity measures how advanced an organization's development is in a functional activity relative to Gartner's best practice research. Maturity scores are refined with a (+) or (-) to indicate intermediate levels of maturity.

The set of activities as mapped here is subject to change.

How do maturity and importance compare?

Gartner Customer Service and Support Score plots your benchmarked maturity score against the importance you assign to that activity in terms of its criticality for your function to meet enterprise business objectives.



Select Findings

Lowest Maturity

- VoC Governance and Data Management
- Digital Service Experience

- Self-Help and Content Management
- Operational Efficiency

Highest Importance

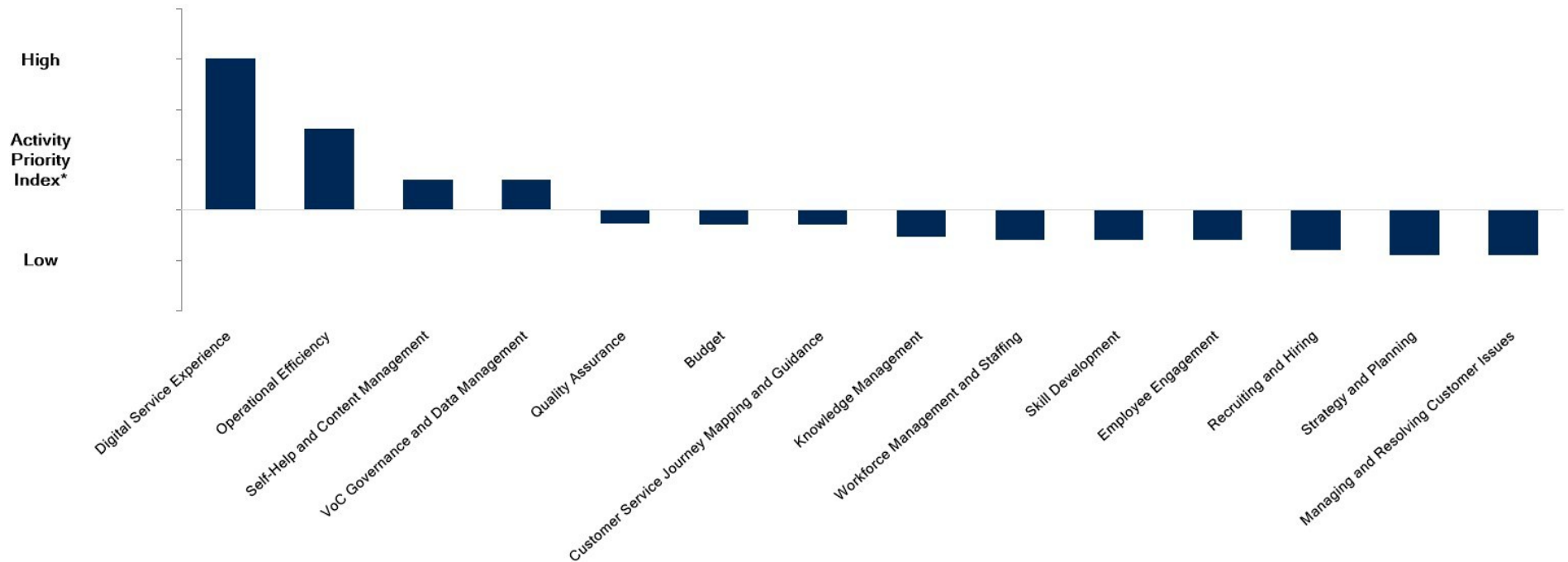
- Digital Service Experience
- Operational Efficiency

- Strategy and Planning
- Workforce Management and Staffing

What are the high-priority areas for your function?

Gartner Customer Service and Support Score rank-orders your improvement priorities, based on the gap between maturity and importance. The Activity Priority Index (API) identifies where the function is less mature in activities of greater importance. A higher API score indicates a greater priority to the organization.

The Activity Priority Index identifies where the function is less mature in activities of greater importance.



Highest Priority

- Digital Service Experience
- Operational Efficiency
- Self-Help and Content Management and More Activities

Lowest Priority

- Managing and Resolving Customer Issues
- Strategy and Planning
- Recruiting and Hiring

High-priority area: Digital Service Experience

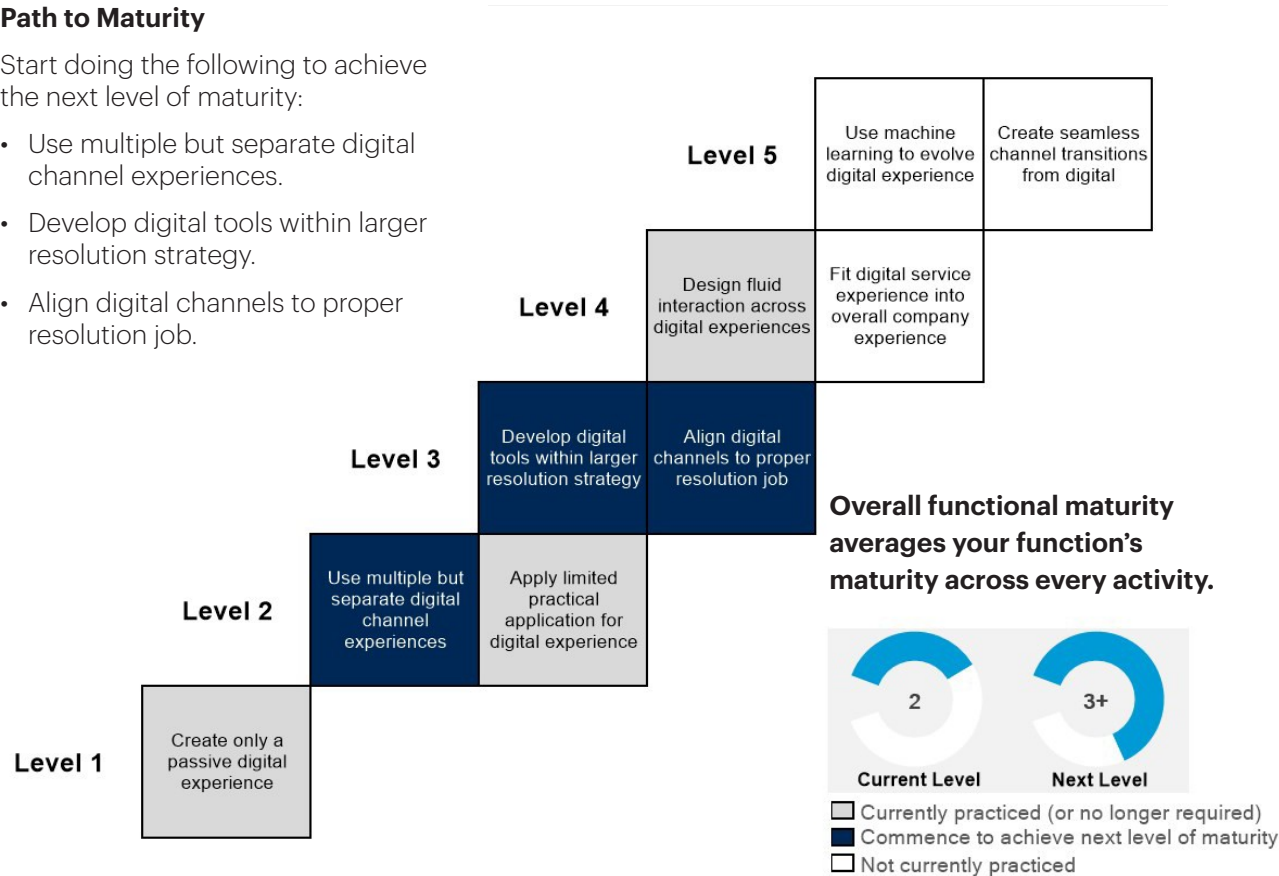
Delivering a digital service experience that creates value for the customer and the organization

Gartner Customer Service and Support Score provides next steps for each individual activity, based on current and desired state.

Path to Maturity

Start doing the following to achieve the next level of maturity:

- Use multiple but separate digital channel experiences.
- Develop digital tools within larger resolution strategy.
- Align digital channels to proper resolution job.



Digital Service Experience

Sample recommended resources

Featured resources

Enterprise Leadership for the Digital Age

Write clear and comprehensive FAQs to improve consumability of information on the website and ensure quick issue resolution.

Foundational practices

“Resolution Jobs” Channel Audit

Evaluate your current channels to determine whether each is aligned with the resolution jobs that will reduce customer effort.

Learn how you can use Gartner Customer Service and Support Score to evaluate your functional maturity and priorities.

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