

## Cognito launches Olympic Customer Service Guide

10 tips for organisations to maintain best practice service standards in the countdown to 2012

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Companies who face challenging resource management issues in the run up to, and over the Olympics, can now refer to a new Olympic Service-As-Usual Guide from Cognito.

The guide, released 12 months in advance of the Olympic opening, advises service organisations of specific areas of disruption they might face, and offers some continuity planning to ensure they can maintain usual SLAs. With disruptions to public transport, increased threats to security, road closures and reduced mobile phone reception, Cognito is urging businesses to plan ahead to reduce the risk of revenue loss, take measures to protect their workforce and keep customers happy.

It prepares them for some recommended areas of focus, such as:

- Resource management and optimisation – how to plan to have the right skills in the right place
- Adoption of new technologies to facilitate customer service – i.e. dynamic scheduling and GPS location services
- Backup and network planning to allow for downtime and peaks in network traffic

“Companies have to consider disruptive periods throughout the calendar, be it an international sporting event or just the standard summer break,” said Jonathan Chevallier, Strategy Director at Cognito. “However, the Olympics is a massive, one off event running for nearly three weeks across a wide geographic area and as such is going to present us with a whole new level of operational challenges. We’ve prepared this checklist for organisations to get as ahead as possible with their continuity planning and anticipate many areas where their service may be disrupted. As a company which provides solutions and services which improve field workforce performance it’s a natural part of what we do, so it makes sense for us to share our knowledge with UK businesses in the run up to such a key event.”

The Workforce Optimisation Guide is available for download [HERE](#).