

Is your service in need of transformation?

Cognito launches online formula for 'self-service' diagnostics

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In response to the increasing demand on organisations for excellence in customer service, Cognito has launched a simple online formula for companies to benchmark their operations.

Known as the 'ServiceAssessor', this 5-point questionnaire pinpoints any potential shortfalls in service operations and ranks companies versus industry standards, according to **Aberdeen Group benchmarks**.

The formula, which can be found **here**, poses a series of questions about an organisation's scale, and ability to manage, schedule and track customer jobs, as well as its own mobile workforce. It then produces a scorecard result versus recommended best practice numbers.

"Service is now widely known as the key to building brand, loyalty and reputation, and it's imperative that organisations know how they are performing in a fiercely competitive market," said Jonathan Chevallier, Strategic Development Director at Cognito. "A focus on internal productivity alone is unlikely to keep pace with increasingly demanding customers. Recognising this, a growing number of service organisations are broadening their focus from measuring customer satisfaction to aligning the workforce with strategic service objectives. Our new **ServiceAssessor** tool is just another way to help them do this."