

# Service Optimization: Building a Business Case

---

## What Is Service Optimization: Building a Business Case?

While you and your staff may fully understand the need for a service optimization solution in your organization, getting buy-in from those who hold the purse strings can require a bit more convincing. It's possible that one or more of the people you need to convince are not involved in service operations at all, and you need to build a case for your request in language they understand.

In building your case for optimization, you will need to look at your service business' objectives and policies, focusing on how they map to overall corporate objectives. You will also need to tell a compelling story around return on investment, as well as some of the softer benefits that optimization can bring to your organization. The task can be a daunting one, especially if you don't know where to start.

---



# Service Optimization: Building a Business Case



## How Does the Building a Business Case Offering Work?

Organizations can benefit from ClickSoftware's expertise in Building a Business Case in two ways.

1. ClickSoftware University Course Offering: ClickSoftware University is a ClickSoftware service consisting of a series of management courses that convey proven methods and principles for improving the efficiency and effectiveness of the field service operation. In this course, held in a classroom setting, ClickSoftware's consultants help participants think through the key issues involved in developing a compelling case, looking at metrics, benchmarks and industry best practices.
2. Consulting Service Engagement: Moving beyond the classroom, ClickSoftware consultants take a more active role in building the business case for optimization along side of an organization's service managers. Through a series of onsite meetings, ClickSoftware experts gain an understanding of current processes within the organization and can then more accurately develop a business case that specifically addresses the pain points of a given organization.

## Benefits of Building a Business Case

Participants in the ClickSoftware University training session will learn to

**Build** a compelling business case for optimization that addresses the concerns of both economic and executive buyers

**Align** members in the organization—including executive, economic and functional buyers—behind a common vision

**Create** momentum in the organization to make change really happen—budget allocation being the first significant milestone

Participants in the Consulting Service Engagement will benefit from:

**Focused**, hands-on support in building a compelling business case that will speak to both the technology and economic decision-makers within their service organization



## ClickSoftware's Consulting Services

ClickSoftware University is a part of ClickSoftware's Consulting Services. The Consulting Services are designed to help companies successfully and profitably service more customers per day, increasing effectiveness and efficiency through both technology and improved processes. Other Consulting Services include:

- Schedule Optimization Tuning
- System Health Check
- Geographical Coverage Analysis
- Service Operation Review
- Service Change Management
- ClickSoftware University

For more information e-mail: [services@clicksoftware.com](mailto:services@clicksoftware.com)

### ClickSoftware Inc.

35 Corporate Drive,  
Suite 140,  
Burlington, MA 01803, USA  
Tel: (888) 438 3308,  
(781) 272 5903  
Fax: (781) 272 6409

### ClickSoftware APAC

Level 23, HWT Tower,  
40 City Road,  
Southgate, Victoria 3006,  
Australia  
Tel: +61 (0)3 9674 7295  
Fax: +61 (0)3 9674 0400

### ClickSoftware Europe

270 Bath Road, Slough,  
Berkshire, SL1 4DX, UK  
Tel: + 44 (0)1753 511166  
Fax: + 44 (0)1753 553127

### ClickSoftware Central Europe GmbH

Hanauer Landstr. 293 B,  
D-60314 Frankfurt Germany  
Tel: + 49 (0) 69 489813 0  
Fax: + 49 (0) 69 489813 99

### ClickSoftware Israel

34 Ha'Barzel Street  
Tel-Aviv 69710  
ISRAEL  
Tel: + 972 3 765 9400  
Fax: + 972 3 765 9401