

# Leading Service Businesses to Excellence: Proactive Management for a Reactive Business

## What Is Proactive Management for a Reactive Business?

Proactive Management for a Reactive Business is a ClickSoftware University course, part of a track called Leading Service Businesses to Excellence, designed to help service managers understand the importance and benefits of moving their operations from reactive mode to proactive mode.

Generally speaking, service is a reactive industry. Calls come into a call center, and service professionals react to these calls by scheduling service engineers to address the problems. Too often, however, service companies focus only on reacting to customer demands, neglecting the important proactive steps that enable truly effective scheduling.

To be reactive is not enough. No matter what your business goals are, operating from a reactive mentality will hinder your ability to meet them. Without reliable forecasting, capacity issues can spring up, leading to excessive overtime or idle time once jobs are scheduled.

In this course, ClickSoftware experts draw on ClickSoftware's years of experience and expertise in proactive service management to help service organizations understand the basis for and execution of proactive management. Experts will then take a deeper dive into the topics of forecasting, planning and rostering to help course participants understand more of the intricacies of each discipline.



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## What Is ClickSoftware University?

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. Attendees of these courses learn how to

**Analyze** their companies' service operations

**Identify** areas for improvement in service planning and execution

**Apply** practical solutions for eliminating inefficiencies

**Measure** solution impact using quantitative performance metrics

All courses mix interactive lectures with case studies and exercises, creating an enjoyable and high-value learning experience.

## Benefits of the Proactive Management for a Reactive Business Course

Managers participating in this ClickSoftware University training session will

**Learn** to shift from a reactive to a proactive mentality

**Gain** a better understanding of the concepts and business processes around forecasting, planning and rostering, and how these work together to enable more effective reactive decisions

**See** how other service organizations have achieved measurable results from proactive management

## 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:

- Service Performance Benchmark
- Schedule Optimization Tuning
- System Health Check
- Geographical Coverage Analysis
- Service Operation Review

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