

Leading Service Businesses to Excellence: The Executive View

What Is the Executive View?

The Executive View is a ClickSoftware University course, part of a track called Leading Service Businesses to Excellence, designed to help service executives define their service policies and measure the performance of their operations. An organization's service policy embodies the business goals of the organization. These goals can include reducing costs, increasing revenues, improving customer service, and/or anything else that has an impact on the company's overall budget.

When defining a service policy, it is important to understand the interconnectedness of factors that affect the policy and that achieving one goal may come at the expense of another. For example, a goal to reduce costs can have a material impact on the

goal of maintaining high service levels and customer retention. Service executives must understand how best to prioritize, and they must determine which goals cannot be compromised.

Measuring performance in a service organization can be especially tricky. There may be as many as 100 different signs and indicators a company could focus on. Determining which 10 of these will serve as the best indicators of performance can be a daunting task.

In this course, through discussions of case studies, best practices and market trends, as well as the application of ClickSoftware's years of experience in the service industry, ClickSoftware experts help executives think through these challenging decisions and how they apply to their unique service challenges.





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 Executive View Course

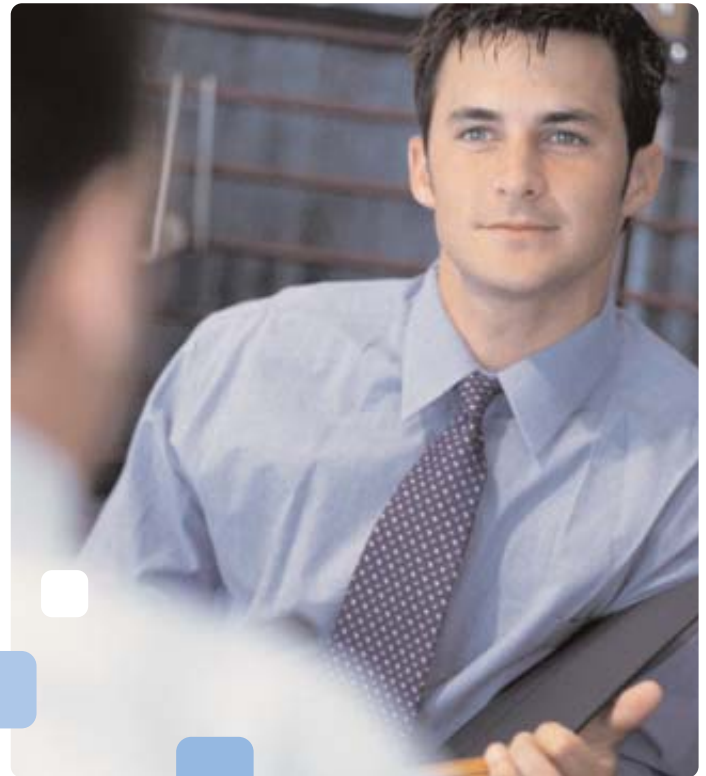
Executives participating in this ClickSoftware University training session will learn to

Navigate the complexity of service policy development

Prioritize conflicting goals in development of the service policy

Choose appropriate indicators for measuring service performance

Use performance indicators more effectively in the 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:

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

For more information e-mail: university@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