



DATA SHEET

# Service Quality

Merriam-Webster defines quality as a degree of excellence and superiority in kind or as a distinguishing attribute as a characteristic. By this definition, quality necessarily includes a process to measure excellence and superiority in comparison to one’s own or another’s services or products. While service and technology providers are able to measure specific attributes objectively to determine quality, our customers generally measure quality subjectively through their perceptions. While missing expectations is “poor” service quality, and “good” service quality means that you are meeting expectations, delivering “high” service quality has become an imperative for enterprise solutions. Also, any time we see another product or company that raises those quality expectations, that becomes the norm or minimal expectation. As a result, high service quality in the way you support your customers can ultimately translate into customer loyalty, and in turn higher customer satisfaction, retention, brand growth and profitability.

## Service Level Expectations



**Poor Service Quality -  
Missing expectations**



**Good Service Quality -  
Meeting Expectations**



**High Service Quality -**

- **High Customer Satisfaction**
- **Customer Loyalty**
- **Brand Growth**
- **Profitability**



*Quality is a degree of excellence & superiority in kind or as a distinguishing attribute as a characteristic.*

The quality of your solutions is based on your customer’s entire experience – from acquisition, to installation, usability, reliability, serviceability and support. However, your brand can be damaged and loyalty lost if you aren’t able to achieve the level of service quality your customers expect. It is not sufficient to claim success in your service delivery because you “fixed” the issue. Customers will measure you by their perception of how you responded, how you deliver the service and whether the experience met their expectation. Of course, these perceptions are further amplified by the level of impact caused by the service event and number of touch points within their organization that have been affected.

The challenge, then, is to deliver all of your services at a high service quality level that exceeds expectations.

At Source we are dedicated to providing the best, most cost-effective IT services and expertise around the globe – especially within the SMB, Life Sciences, Cloud, MSP, HPC and Enterprise Data Center markets. We can help you scale your services capabilities globally and align them with the right level of support that matches your chosen market and solution type.



**Gather Input & Recommendations**



**Perform Root-Cause Analysis**



**Evaluate Processes & Performance**

Our experienced service team works with you to determine the right processes and best practices to achieve the levels of service you want to deliver for your customers. And it doesn't stop there. From our very first day throughout the lifecycle of a service program, our quality system continuously monitors and measures our delivery to ensure that your customers get the best from all of us. In the unlikely event that something doesn't go smoothly, our quality team goes to work gathering input and recommendations from every party involved in a delivery, performing root-cause analyses and continuously evaluating how our operations are performing and how we might improve them in the future.

## Our Difference: People, Process and Technology



Unlike other services providers, Source understands that process alone is not enough to deliver quality and success for every engagement. Our employees are empowered to promote customer focus and encouraged to grow through goal-oriented achievement. This enables a culture of quality where everyone is involved in continuously monitoring and evaluating our processes and looking for opportunities to innovate and improve our service delivery outcomes. In addition, all of our people and processes are interconnected and automated through Source Central, our powerful software platform that gives you a single point to monitor and manage your services portfolio.

## Our Quality Principles

Our team is committed to a few main principles that help us ensure consistent and repeatable high-quality services delivery.

### CUSTOMER SATISFACTION

We measure our customers' experiences through our Source Customer Satisfaction Program to ensure that we meet or exceed your expectations

### CONTINUOUS IMPROVEMENT

We deploy our Quality Management System to monitor and evaluate our processes, and help us find opportunities to innovate and improve our service delivery outcomes

### EMPLOYEE SATISFACTION

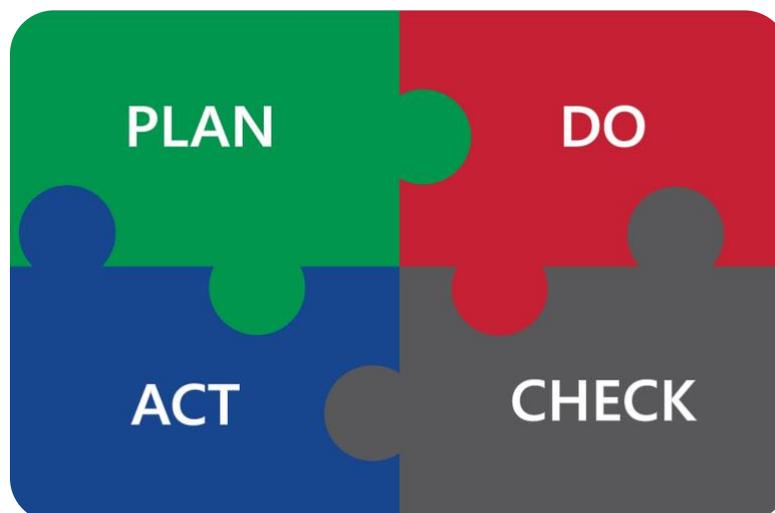
We enable our employees throughout our organization to focus on our customers and advocate for their own career growth

### SERVICE DELIVERY

We meet or exceed our customers' service level objectives by continually improving the effectiveness and efficiency of our processes through technology

## Quality Management

Source's Quality Management System focuses on continuous improvement, meaning that Source is ever-evolving as we discover better ways to provide quality engagements for you. Our system can be customized to meet your business needs. Also, because it is located in Source Central, we can receive feedback and gather it for analysis in one single platform.



## Monitoring

Source's quality experts constantly monitor incoming quality events as well as our internal procedures to ensure we are providing the customer satisfaction you want while exceeding your own quality expectations. In addition to the feedback received in our quality events, we also monitor our Statement of Work commitments to ensure we are meeting our agreed-upon timeframes and procedures. We also keep a close eye on any changes in metrics so that when we notice a deviation from our high standards we can proactively identify causes and take corrective actions to improve our service delivery before an issue ever arises.



## Feedback

A unique advantage of the services industry is that people are our product, meaning that they are equipped to communicate feedback to us that we wouldn't otherwise be able to record. Because of this, our quality management system places a heavy emphasis on employee, partner and customer involvement. We encourage an open-door policy so we may receive any and all feedback from both ends of the service delivery, whether it be praise or suggested areas of improvement.

Our quality feedback process allows us to log praise, capture areas for improvement and call out things that may have gone wrong. Our quality experts constantly analyze this data to determine where we perform exceptionally and where we need to make improvements. Because our quality management system is embedded within Source Central we are able to tie the quality system and event that may occur directly to on-site support cases, installation services, logistics, technical resources and their qualifications and certifications. Should a challenging service event occur, this guarantees that all the information we need to perform root-cause analysis is all in one place. And, because of our dedication to continuous improvement, our analysis is focused on identifying the correct action to prevent the action from repeating in the future. Once those actions are established, we take corrective steps within our technology and processes and update our people through training courses.



The perceived quality of services delivery has become a major factor in customer loyalty and satisfaction. Your customers expect that someone will be there to deliver high-quality, reliable support every step of the way. Source understands these expectations and we are dedicated to creating the best possible service quality perceptions as we represent you. Our focus on continuous improvement and monitoring ensure that we can deliver all your services at a high service quality level that will meet or exceed expectations.