



©colourbox.com

Industrial Service Excellence Monitor

The Industrial Service Excellence Monitor provides manufacturing companies a detailed view of their current performance within twelve disciplines of Industrial Service Excellence. As a result, participating companies receive recommendations for possibilities for action and improvement that can be used on their way to Service Excellence.

This manual gives guidance on using the monitor and interpreting the results.

 www.ise-monitor.eu/monitor



The analysis can be done conveniently via tablet.



The analysis is free and the results may be utilised freely by manufacturing companies.



All submissions will be treated confidentially and will remain anonymous.

MANUAL

for the Industrial Service Excellence Analysis

- Target Group-

The monitor was developed as a tool for manufacturing companies, especially for SMEs. It should be used by people with a very good overview of the service area of the company, e.g. service managers, customer service managers or managing directors. In bigger companies, the analysis also can be conducted by individual business units.

- Data protection-

The protection of your privacy while processing your personal data is an important concern for us. The processing of your data takes legal requirements (GDPR) strongly into consideration. For the monitor we use a secure https connection. Further information can be found in our privacy policy at www.ise-monitor.eu/monitor.

- Important information -

- Answer the questions to the best of your knowledge. Only this way can ensure an adequate analysis and data quality of the monitor.
- Please refer to your most important services/core services within the B2B area when answering the questions of the monitor.
- It is possible to save an analysis you have already started and continue it at any time. If you want to forward an already started analysis to a third person in the company, you can save it and pass on your password and e-mail address.
- The analysis takes approximately 20 minutes.

Definitions

- Services -

In this analysis we focus on services that are offered for other companies (B2B services) and which are usually in relation to a product. We do not restrict our definition of services to maintenance and customer service, but include services before, at and after the selling of a product. Examples of services are consulting, development of specific solutions, warranties, maintenance, maintenance contracts, pay-per-use services, repairs, spare parts, optimization of customer sites, etc.

- Service Excellence -

Service Excellence means that services are offered to the customer in high quality, that the customer is more than satisfied with the solution and that the service is competitive. Service Excellence means as well that processes and structures within the company support efficient and flexible provision of the services and that all departments work together towards offering better services.

You can access the online-monitor directly via the following link:

www.ise-monitor.eu/monitor

Steps to your company's analysis

Step 1 / access the homepage of the monitor, you will have 3 options:

You can start the monitor here:

1. Analysis of my company	2. Results	3. Undertake another analysis of my company
---------------------------	------------	---

- Analysis of my company -

When doing the analysis for the first time, you should start here. By clicking this button you will be able to sign up using your e-mail address and a password of your choice. After that you can start the analysis right away.

- My results -

After having done at least one analysis, you will be able to see your results here anytime. Log in using your password and e-mail address.

- Undertake another analysis of my company -

You can use this option, if you have already undertaken an analysis and would like to see your development after a certain period of time. Undertake the analysis as usual.

Please be aware of the fact that there need to be six months between your first and second analysis. An additional analysis is not possible before the expiry of this period.

Step 2 / Sign up and Log in:

Sign up to the monitor

You are required to sign up if you want to use the monitor. If you have already signed up, you can log in directly here.

If you have not yet signed up, please click on "not a member yet?". Your e-mail address is required in order to rule out falsification of data (e.g. repeated sign up of several employees of the same company).

User login

Enter your username and password here in order to log in on the website.

Username:

Password:

Login

[Forgot your password?](#)

By signing up and using the monitor means that you agree to the terms and conditions.

[+ Not a member yet? click here to register.](#)

Please complete the information for your membership.

Please complete all required fields *

Password *

Repeat Password *

E-mail *

Create account

You need to sign up in order to use the monitor. This is to ensure high data quality. To do so, click on „Not signed up yet? “. Fill in a password of your choice as well as your e-mail address and click on „create account“. You will subsequently access the monitor. To log in again, enter your e-mail address and password and click „log in“.



The research team will not be able to see your password at any time. It will be saved with your e-mail address though to ensure a correct assignability. For further information, please note our data protection declaration at www.isemonitor.eu/monitor/!

Step 3 / Start the analysis by clicking on „analysis“:

The analysis is structured as follows:

- **Terms:** please read the definitions carefully! The analysis refers solely to industrial services, meaning services that are offered to other companies.
- **Pre-screening:** there will be a pre-screening question before the actual analysis to make sure that you are part of the target group.
- **Questions on Industrial Service Excellence:** this is the main part of the analysis. It comprises the twelve dimensions of Industrial Service Excellence.

- **Outcomes:** here the impact of ISE on financial and non-financial performance aspects of your company will be assessed.

You need to answer all questions in order to access the analysis results. Use the buttons „back“ and „next“ to go to the last or next page. You can save your answers in between.

Once you have answered all questions of the last part „outcomes“, click on „finish“. Click on „results“ and you will now be able to see your results.

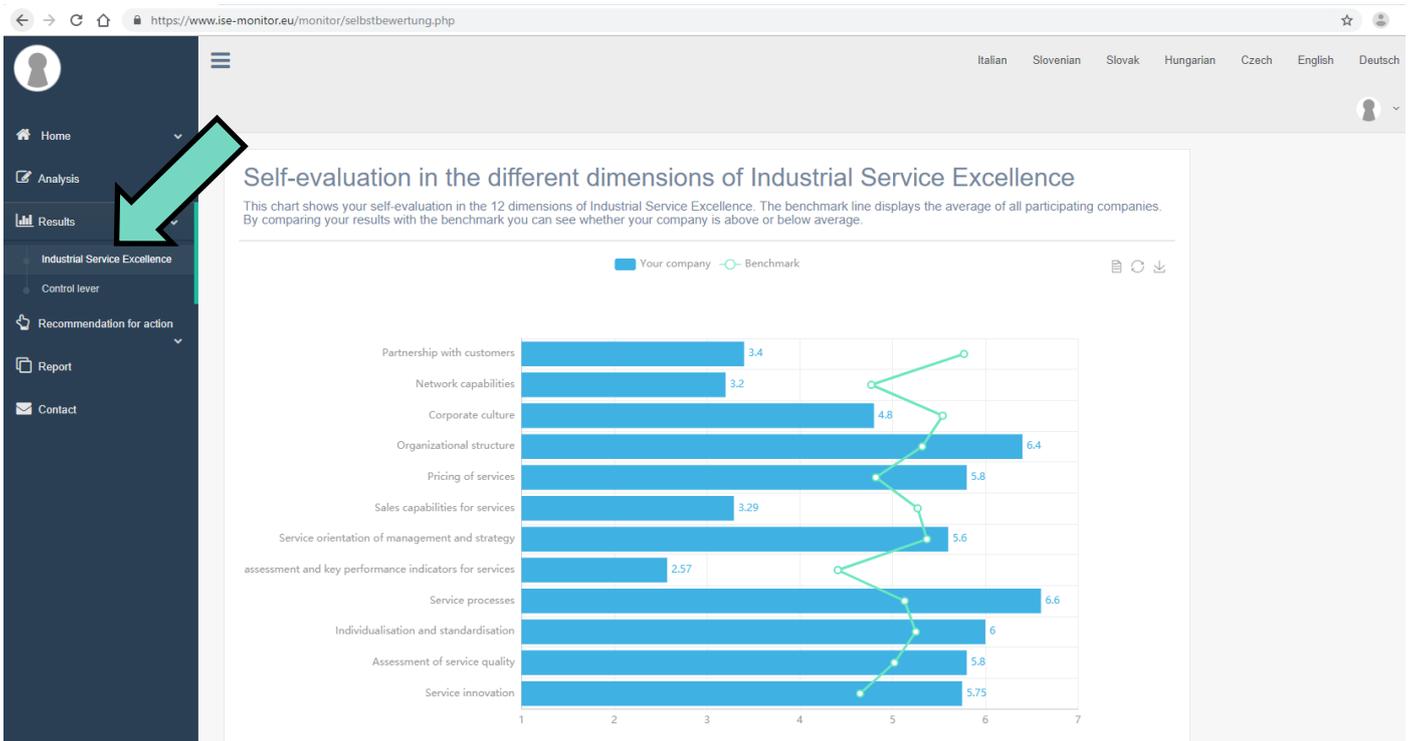


Answer the questions to the best of your knowledge to receive an adequate analysis!

Step 4 / See the results of your analysis:

Click on „results“ to see the results of the analysis of your company:

In the „results“ section, you can see the results of your company and the dimensions of Industrial Service Excellence that affect different dimensions of performance („control levers“)



- Self-assessment -

The self-assessment graph shows your company's results for each of the twelve dimensions. The value of your business is represented by the blue bars. The scale ranges from 1 to 7: the higher the value, the better your assessment in each dimension.

In addition, you can see at a glance whether you are above or below the average—this indicates the line in turquoise, the benchmark. If the benchmark is below your value, you are better off than the average of the other participating manufacturers

For a detailed presentation of the results of each discipline, click on the respective bar. Below the graph, each item or question is presented with your assessment.

You do not want to have the benchmark line displayed? Then click on „benchmark“ in the legend above

- Control levers -

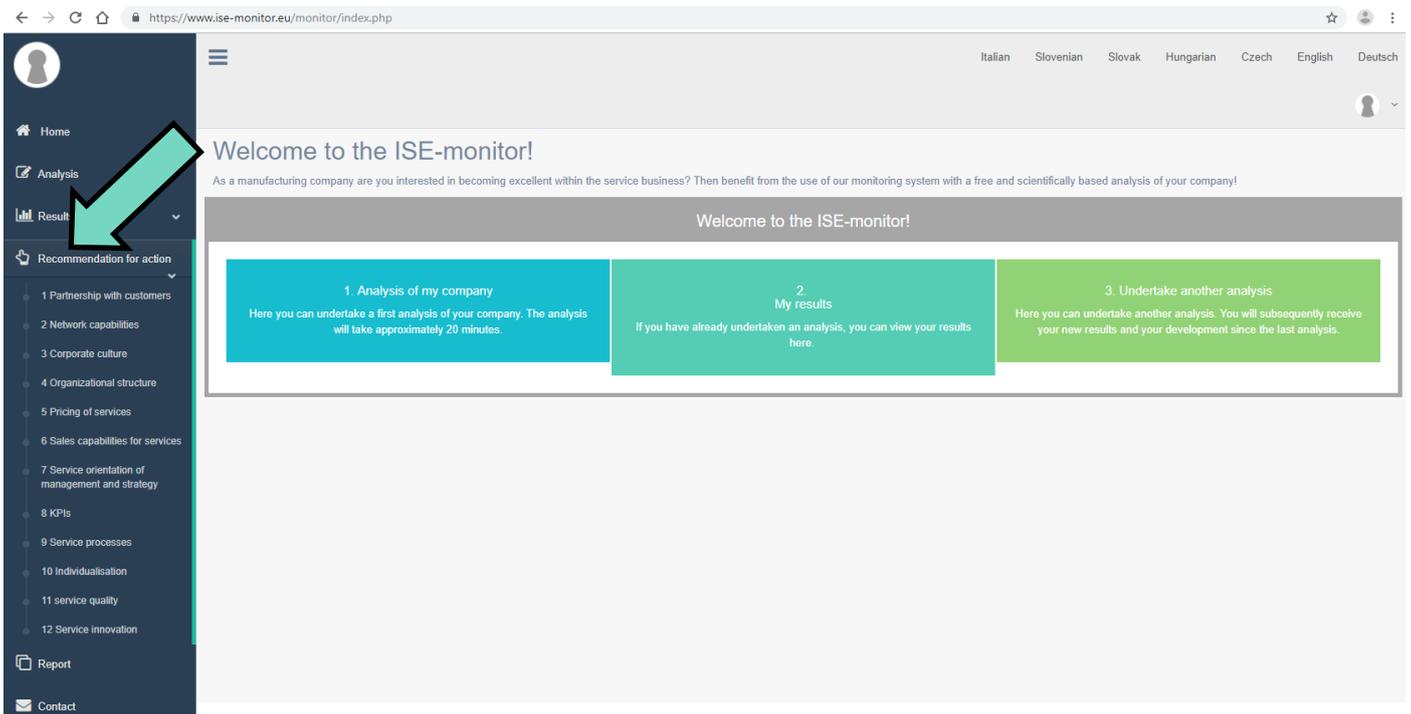
Another subpoint in the „results“ is the self-assessment „control-levers“. The aim is to show how the various disciplines of Industrial Service Excellence affect certain dimensions of performance. The examined performance dimensions are:

- Industrial Service Excellence
- Financial performance of the service business
- Non-financial performance of the service business
- Success of the product business

For example, if you want to improve your business in Industrial Service Excellence, you should use the control levers of service process management, organizational structure and sales capabilities because those three disciplines have a strong positive impact on Industrial Service Excellence. It is therefore advisable to consider and implement the recommended actions especially for these three disciplines in your own com-

The dimensions have different effects on specific business goals. Depending on the objective, the focus should be on improving the relevant disciplines!

Step 5 / Recommended actions:



The screenshot shows the ISE-monitor website interface. The sidebar on the left contains a menu with the following items: Home, Analysis, Result, Recommendation for action, and Report. A green arrow points to the 'Recommendation for action' item. The main content area displays a 'Welcome to the ISE-monitor!' message and three action cards:

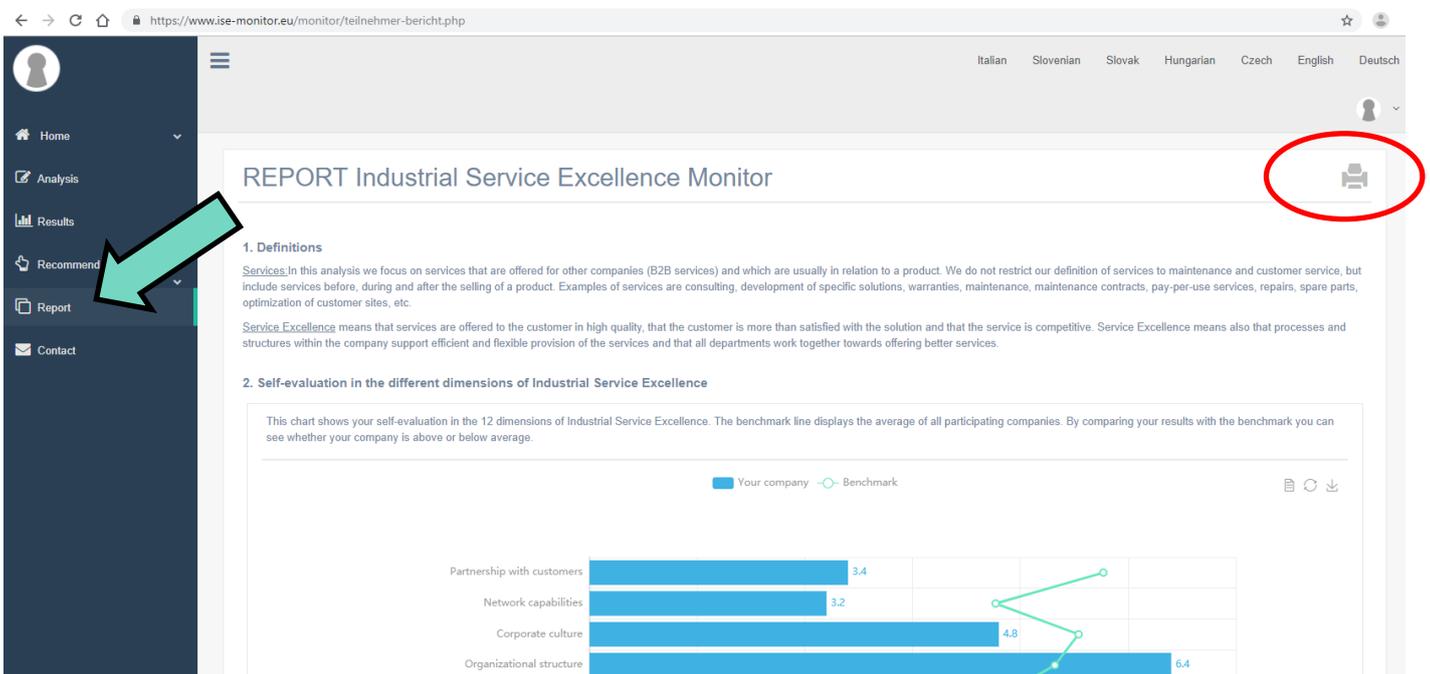
- 1. Analysis of my company**: Here you can undertake a first analysis of your company. The analysis will take approximately 20 minutes.
- 2. My results**: If you have already undertaken an analysis, you can view your results here.
- 3. Undertake another analysis**: Here you can undertake another analysis. You will subsequently receive your new results and your development since the last analysis.

The section „Recommended actions“ contains recommendations for improving each of the twelve disciplines of Industrial Service Excellence. These recommendations are broken down into main principles and possible actions:

- **Main principles:** are the basic prerequisites that must exist in the company to take into account the particular discipline.
- **Possible actions:** possible measures that you can put into practice in your organization to improve your discipli-

Step 6 / Print an earnings report:

Click on „report“ to print the results of your company. At the top right is a print button, you can print the report directly on the printer or save it as a pdf document.



The screenshot shows the 'REPORT Industrial Service Excellence Monitor' page. The sidebar on the left contains a menu with the following items: Home, Analysis, Results, Recommendation, Report, and Contact. A green arrow points to the 'Report' item. The main content area displays the report title and a print button (circled in red) in the top right corner. The report content includes:

1. Definitions

Services: In this analysis we focus on services that are offered for other companies (B2B services) and which are usually in relation to a product. We do not restrict our definition of services to maintenance and customer service, but include services before, during and after the selling of a product. Examples of services are consulting, development of specific solutions, warranties, maintenance, maintenance contracts, pay-per-use services, repairs, spare parts, optimization of customer sites, etc.

Service Excellence: means that services are offered to the customer in high quality, that the customer is more than satisfied with the solution and that the service is competitive. Service Excellence means also that processes and structures within the company support efficient and flexible provision of the services and that all departments work together towards offering better services.

2. Self-evaluation in the different dimensions of Industrial Service Excellence

This chart shows your self-evaluation in the 12 dimensions of Industrial Service Excellence. The benchmark line displays the average of all participating companies. By comparing your results with the benchmark you can see whether your company is above or below average.

Dimension	Your company	Benchmark
Partnership with customers	3.4	~3.5
Network capabilities	3.2	~3.5
Corporate culture	4.8	~4.5
Organizational structure	6.4	~6.0

Contact

- Austria -

FH-Prof. DI Dr. Margarethe Überwimmer
Mag. Christian Stadlmann PhD
University of Applied Sciences Upper Austria -
Global Sales and Marketing
Wehrgrabengasse 1-3, 4400 Steyr
+43 (0) 5/0804-33003
gbm@fh-steyr.at
www.fh-ooe.at/gsm

- Germany -

Dr. Stefan Mang
Center for Market Research
of the University of Passau
Am Burgberg 8, 94127 Neuburg am Inn
+49 (0) 851/509-2430
marktforschung@uni-passau.de
www.cfm.uni-passau.de

- Impressum -

University of Applied Sciences Upper Austria, Global Sales and Marketing,
Research focus Global Business Management, Wehrgrabengasse 1-3, 4400 Steyr
Phone: +43 (0) 5/0804-33003, gbm@fh-steyr.at, www.fh-ooe.at/gsm

University of Passau, Center for Market Research, Innstraße 41, 94032 Passau,
Phone: +49 (0) 851/509-2431, marktforschung@uni-passau.de, www.cfm.uni-passau.de