

Another Measure of IT Success

Initiative 7: Customer satisfaction

I've created a list of basic steps for implementation of Initiative 7 just as I did for the previous 6 initiatives. These lists are starting points, examples of the types of goals and strategies I've used successfully in the past. It's up to you to tailor them to your organization and business objectives. For metrics, set numbers that demonstrate progress, yet can be achieved.

- Fred Mapp, AMD Vice President, Information Technology and Chief Information Officer, author of a series of columns entitled "Mapping IT: Seven Initiatives For Success." Go to amd.com/business/mapping for more information

Initiative 7: Improve customer satisfaction with IT solutions and services

Objectives

- Enhance the value of IT
- Increase satisfaction among IT customers
- Create solutions in support of business strategies

Strategies

- Effectively communicate the value of IT to customers
- Communicate customer requirements within IT
- Understand customer requirements

Specific Steps

- Establish and reaffirm service level agreements for all key applications and services
- Define and conduct customer surveys
- Create communication vehicles such as regular events, surveys, and customer satisfaction forums
- Clearly define service-level agreements

Metrics

- Customer survey scores, trends
- Service-level achievements

Success Starts with Dedication

If you find this information helpful, pass it on to your colleagues.

Questions? Suggestions?
E-mail Fred at Mapping.IT@amd.com.

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AMD produces microprocessors, Flash memory devices, and support circuitry for communications and networking applications. The company was founded in 1969 and is based in Sunnyvale, California. (NYSE: AMD)



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