

5 TYPES OF SERVICE



WITH PIETER MOCKE

NATIONAL
OPERATIONS
MANAGER

LEVEL 1: ISSUE AVOIDANCE

At this level, the aim is to prevent any frustration or downtime entirely. It's characterised by proactive measures taken by both product teams and sales teams to ensure smooth operations. There's an emphasis on providing robust solutions and leveraging the expertise of Service Level Agreements (SLAs).

CATEGORY Premium Service
IMPACT Customers experience no frustration or downtime.
KEY PLAYERS Product and Sales teams.
DRIVERS Good solutions and SLA's adherence.

PREMIUM



LEVEL 2: PROACTIVE SERVICE

While still aiming for minimal frustration or downtime, this level acknowledges that minor issues may occur. The focus shifts towards proactive monitoring and adherence to Service Level Agreements (SLAs) to swiftly address any emerging issues.

CATEGORY Premium Service
IMPACT Slight frustration or downtime may occur.
KEY PLAYERS Product and Sales teams.
DRIVERS Monitoring and SLA adherence.

PREMIUM



LEVEL 3: SELF SERVICE

Here, customers are empowered to resolve issues themselves, reducing the need for direct intervention from service teams. There might be moderate frustration and downtime, but customers have access to resources and tools to address issues promptly.

CATEGORY Standard Service
IMPACT Moderate frustration and downtime.
KEY PLAYERS Customers and Service teams.
DRIVERS Customer willingness and knowledge.
TAT 0 - 1 hour

STANDARD



LEVEL 4: REMOTE SERVICE

With this level, the aim is to address issues remotely, minimising the need for on-site visits. While frustration and downtime may be higher, remote technicians are available to troubleshoot and resolve issues within a reasonable time frame.

CATEGORY Standard Service
IMPACT High frustration and downtime.
KEY PLAYERS Customers and Service teams.
DRIVERS Remote technician availability, customer willingness, and knowledge.
TAT 1 - 2 hours

STANDARD



LEVEL 5: ONSITE SERVICE

This level comes into play when issues cannot be resolved remotely, leading to extreme frustration and significant downtime. Service technicians need to physically visit the location to troubleshoot and repair the issue, considering factors like travel time and repair duration.

CATEGORY Standard Service
IMPACT Extreme frustration and downtime.
KEY PLAYERS Service teams. Technician availability, travel time, repair time.
DRIVERS Technician availability, travel time, repair time.
TAT 4 - 24 hours

STANDARD



By understanding these levels, customers can better align their expectations with the type of service provided, ensuring a smoother experience when issues arise.