overview

Increase customer service levels without jeopardizing service delivery

If the success of your business is based upon the experiences your customers have with your organization’s services, then you cannot afford a risky trial and error approach to process design and improvement with your live systems.

1 Visualize
Create a dynamic, animated computer model of your service business environment from CAD files, process or value stream maps, or Process Simulator® models. Clearly see and understand current processes and policies in action.

2 Analyze
Brainstorm using the model to identify potential changes and develop scenarios in order to test improvements which will achieve business objectives. Run rapid “What-if” scenarios and compare their results in the Output Viewer developed through the latest Microsoft WPF technology. Easily perform Six Sigma Analysis with ServiceModel’s integration to Minitab®.

3 Optimize
Determine the most effective course(s) of action for your enterprise by optimizing the performance of your system(s) based on the analyses conducted in step 2. Determine optimum answers to issues such as:

- Capacity of service and waiting areas
- Customer service times
- Staffing and employee productivity
- Vehicle and courier schedules
- Facility design – determine the appropriate number of service windows, bays or parking spaces will you need
- Resource requirements
ServiceModel allows you to replicate your current system or plan a new system in a risk free computer environment and visualize its real-life behavior with all the variability and interdependencies of actual service systems. Analytical output reports such as graphs, plots and histograms, are automatically generated so that your ideas can be evaluated with objective, statistical methods long before money and time are spent in implementation.

**Bank branch simulation:**

Customer demand for increased service quality and faster service at bank branch offices has had a great effect on operating procedures for tellers, customer service representatives, and ATM machines. This model visually illustrates the long customer lines that occur under different operating scenarios and demonstrates the effect of cross-utilizing the entire branch staff for customer service. The graphical and tabular output reports show the effects of alternative staff scheduling on the number of customers waiting throughout the day.

**Airport terminal simulation:**

Rapid expansion of the air transportation system and the continuing risk of terrorism require airlines and airport planners to quantify the effects of increased security measures on airport operations and passenger service. ServiceModel’s full-screen animation and detailed reports show exactly how, and by how much, operations and passenger service will be affected. In addition, custom reports show how many passengers and bags miss flights at each level of security.