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FOR IMMEDIATE RELEASE

SMA Announces Survey QuickStart for HEAT
*Best practice solution captures customer feedback to make
data-driven decisions and improve IT service management*

White Plains, NY – October 22, 2009 – Using service management best practices, Microsoft SQL Reporting Services and the new HEAT Survey Module, SMA has developed Survey QuickStart (SQS), a complete solution to track and analyze end user responses to service quality and other questions. SQS enhances HEAT Survey with starter surveys, expert configuration, survey training and powerful web and email-based SMART customer satisfaction reports.

HEAT Survey (available at no charge with HEAT 9.0 and above), is a web-based solution that enables hosting and populating surveys across the enterprise. Survey responses can be linked to corresponding call records. SMA has also developed SMART survey reports (for users of its web-based SMART for HEAT reporting solution) that have drill down capability – from high level down to call ticket detail. They are parameter driven for ad hoc generation without programming. These ready-built customer satisfaction best practice reports are also customizable. SQS web-based reports have the advantage of allowing operational personnel and

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management to easily view survey results online or to subscribe to receive them right in their email boxes.

Surveying can be built into the process of every call ticket. For example, when a HEAT ticket is closed an email can be automatically sent with a link to answer customer satisfaction questions. The responses are stored in HEAT tables. The SQS reports extract and present that information in attractive, easy to view graphical formats. Surveys can also be done on an individual customer support issue or periodically to all customers. Over time, trends and patterns can be evaluated.

IT Best Practices – Reporting on Customer Satisfaction

“We leveraged our extensive experience with HEAT, survey methodologies and reporting to create Survey QuickStart, specifically designed to help HEAT administrators easily implement the Survey module and get the reports they need from it,” says SMA President Steve Dreyer.

“Whether an internal help desk or external call center, it’s a fundamental best practice to measure customer satisfaction *and* other data to set targets for improvement and increased efficiencies. You can analyze the data and get to the root causes of the level of satisfaction – such as weaknesses or strengths of your service management team, length of wait times, percentage of first call resolution, speed of resolution, hours of availability, options for resolution such as self-service, online knowledgebase, etc. Once you have the metrics you can establish new KPIs and implement actions designed to improve results,” adds Dreyer.

There are many additional benefits of surveying customers. The dialog created with them lets them know that you are focused on service quality. It’s important to communicate the survey results to customers including specifying the positive actions being taken to make improvements (with timelines) and praising the support staff on those areas where they are doing a good job, meeting or exceeding expectations.

Demonstrating a commitment and responsiveness to your customers can concurrently raise the credibility of your service team to customers *and* management. Reporting on customer satisfaction also sends a clear message to support personnel, which creates an opportunity to establish and achieve strategic business and customer-facing goals.

More information about SMA's SQS for HEAT and the HEAT Survey Module (including a "Test Drive") can be found at www.smasystems.com/products/heat.htm.

About SMA Management Systems

Since 1984, SMA Management Systems has provided help desk and support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, hospitals, government and not-for-profit organizations. SMA consultants ensure successful project delivery through services such as IT service management assessments, reporting, product selection, customization and implementation. SMA's services also include certified training, Microsoft SQL Reporting services and Crystal Report development. SMA has developed a web-based report solution for help desks using HEAT software, SMART for HEAT.

The company's methodologies have been recognized by the Gartner Group and have been published in national periodicals. SMA has been featured in *SupportWorld*, *Computer Reseller News (CRN)* and *destinationCRM.com* and has authored best practices technology white papers. SMA consultants regularly present at Help Desk Institute and itSMF events and collaborate with Pink Elephant, the world's leading IT service management education and consulting provider, on ITIL and Service Management educational events and webinars. The company created the *SMAconnect* division in 2008 (www.smaconnect.com) to further focus on business performance management through reporting and BI solutions. SMA has offices in New York and across the U.S. More information on SMA is available at www.smasystems.com or call 888.762.5989.

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