

J.D. Power Technical Support Maturity Model

		NO PROCESS/PLANNED	FOUNDATION	STABLE	BEST PRACTICE
 STRATEGY	Organizational Strategy Case Management Customer Communications Research and Research Application	Basic Strategy with support but no alignment to Corp. goals Basic structure for case handling Gathering data limited customer communications Surveys planned or limited surveys offered	Targets and expectations Seamless process Multiple channels Capture of all elements	Clear and defined strategy Tools and processes in place Clear communications Actionable VOC data	Aligned & includes VOC Thresholds, alerts and trending Customer input and involvement Priorities, analysis and improvement based on VOC
 PEOPLE	Recruiting/Hiring Training Employee Engagement Coaching and Development	No recruiting alignment with TS or limited skills/experience specifics No structure or basic product, troubleshooting & soft skills Limited Feedback with an annual survey No formal or informal program (rigid)	Sourcing strategy Operational alignment Analysis and action Individualized	Top performer modeling Aligned with VOC Diverse methodologies Separate cadences	Centralized workflow LMS and skills matrix Proactive engagement Formal development plans and training of standards
 PROCESS	Support Channel – Assisted Support Channel – Self Service Quality Assurance and Tools Outsourcing Strategy	IVR and Web with future chat channel Communities getting underway QA in development with limited structure or tools Lacking defined strategy or on a future plan	Multi channel case creation/limited chat Customer to customer Informal case reviews Needs refreshing	Omni channel visible and trackable Case deflection and KB content Corrective actions, sustainable process Effective strategy	360 degree view Freed up capacity delivering value added services Communication and process effectiveness Complete strategy
 TECHNOLOGY	CRM/Performance Management Survey Tools Workforce Management Disaster Recovery & Business Continuity	Lacking tools with future plans and metrics Limited measurement adding employee survey Basic structure with limited forecast/scheduling and no tools No formal planning or future plans	All channels without integration Measurement without action plans Skills matrix /long term planning Basic plans in place	Limited integration Action plans developed Robust WFM tools Limited testing	Omni channel integration Question-based VOC and VOE Data link to LMS Planned and unplanned testing