


TAKING  
**COOPERATION**  
FORWARD

 19.03.2020

 **D.T.1.2.1 Reports On Country Specific Analysis in Participating Countries - **HUNGARY****

 Conducted by Uni-P

## Industrial Service Excellence Monitor



### THE IDEA BEHIND

Services are extremely important for the success of manufacturing companies. In order to be successful in the service business, various areas have to be adapted and the continuous measurement of the own development is indispensable.



### YOUR BENEFIT

The ISE-monitor gives you a detailed analysis of the current status of the service business of your company as well as comparison with other companies.

Available for free: [www.ise-monitor.eu/monitor](http://www.ise-monitor.eu/monitor)

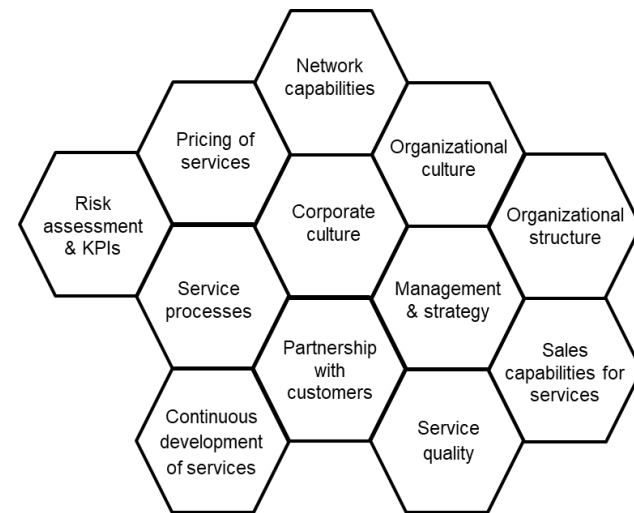
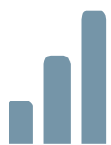


Figure: 12 Dimensions of Industrial Service Excellence



### COUNTRY SPECIFIC REPORT

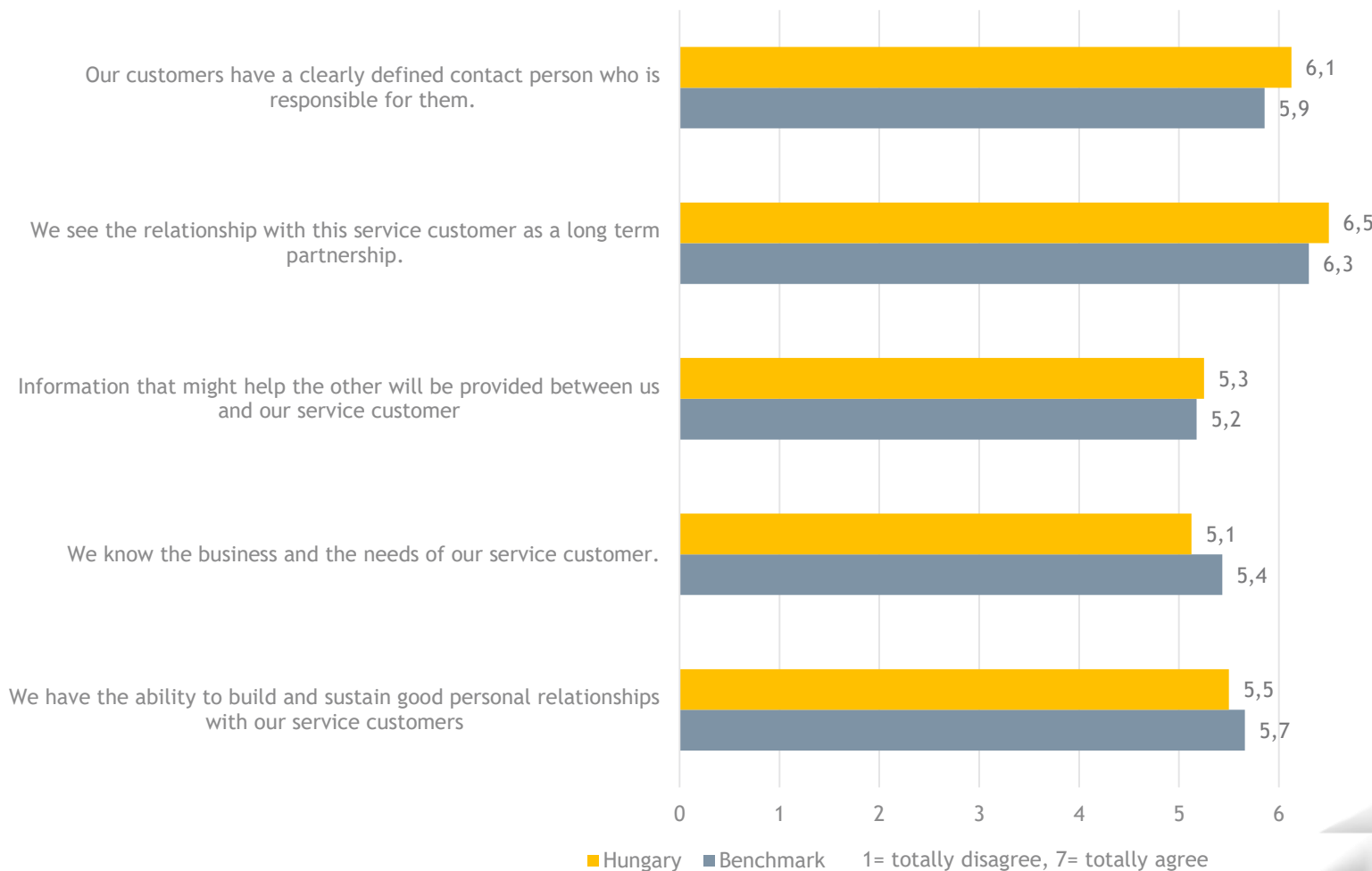
- This report summarizes country specific results from the monitor usage of Advanced Manufacturers in the specific country
- The self-assessment regarding 12 Dimensions and performance indicators from the companies is compared to a Benchmark
- The Benchmark consists of 379 companies from Austria, Germany, Czech Republic, Italy, Slovenia, Slovakia and Hungary

### PLEASE NOTE:

The results displayed in this report are based on only 8 Hungarian companies, so that a generalized interpretation of the results (in particularly the benchmark) is not possible.



# PARTNERSHIP WITH CUSTOMERS



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

TAKING COOPERATION FORWARD

# NETWORK CAPABILITIES



We have the ability to build good personal relationships with service partners.



We have a contract that regulates responsibilities and defines how the risks are shared with our service partners.



We are in an active exchange with our network partners in the field of services.



We look for external partners that have complementary resources in the field of services.



We analyze what we want to achieve with each external partner in the service business before we start a cooperation.



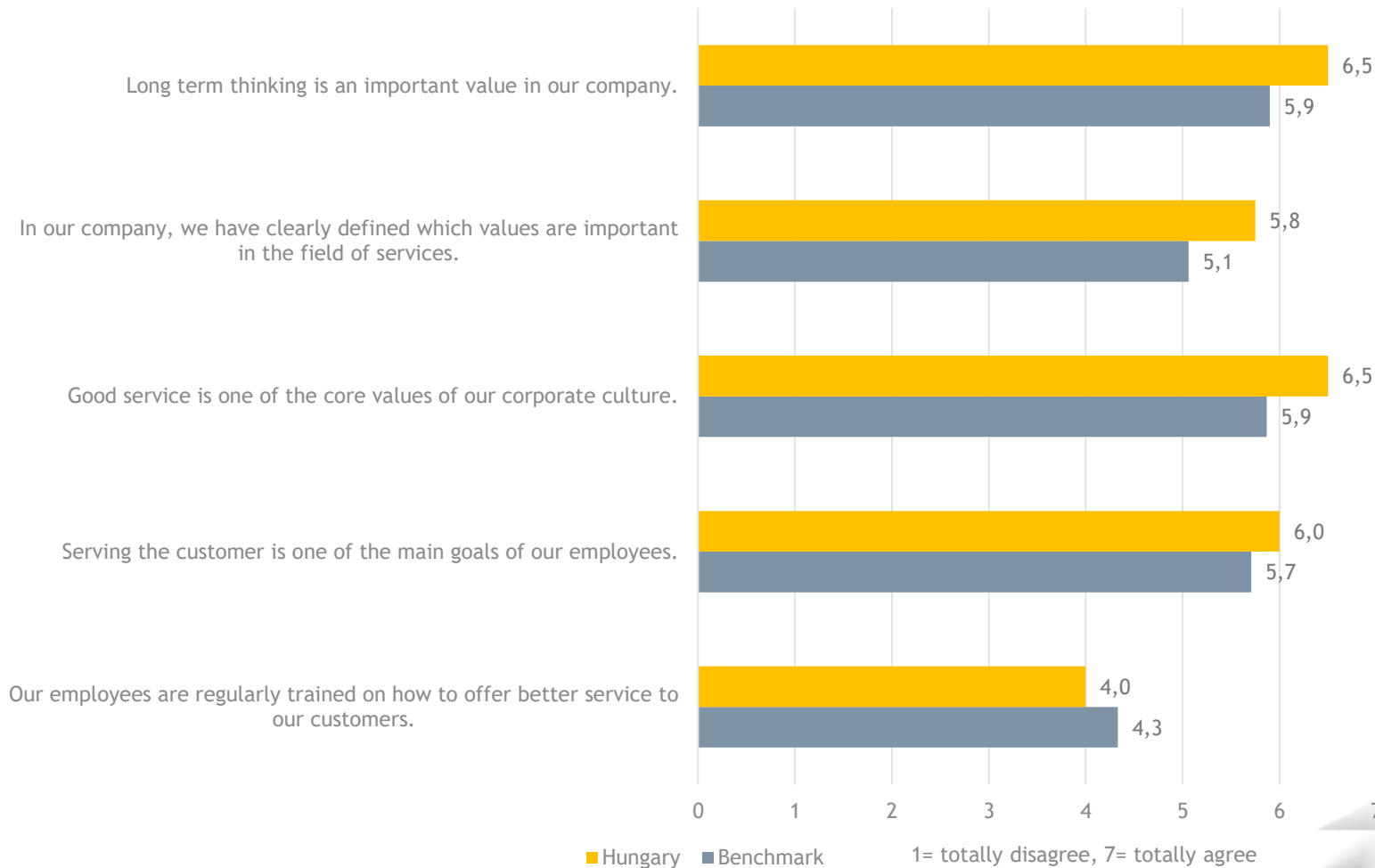
■ Hungary ■ Benchmark 1= totally disagree, 7= totally agree



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

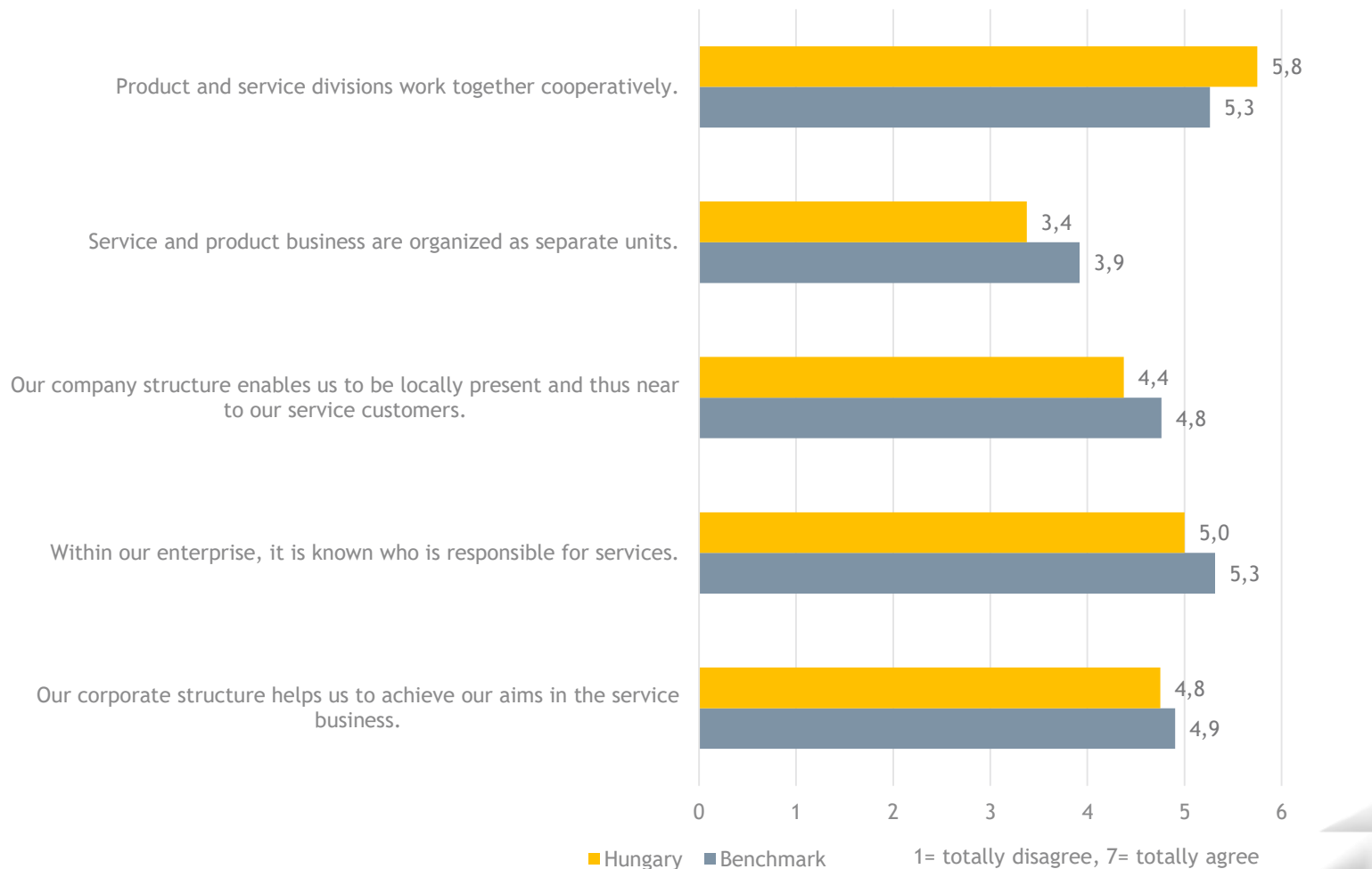
TAKING COOPERATION FORWARD

# CORPORATE CULTURE



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# ORGANIZATIONAL STRUCTURE



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# PRICING OF SERVICES



The pricing of our services helps us to achieve our aims in the service business.



The costs of services are made transparent and are communicated to our customer.



Not only do our prices for services account for costs, but also for market prices and monetary value for the customer.



If it is impossible to bill services directly, we bill them indirectly (by including them in the product price) instead of offering them for free.



If possible we do not offer services for free, but charge them separately.



■ Hungary ■ Benchmark 1= totally disagree, 7= totally agree



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# SALES CAPABILITIES FOR SERVICE



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries



# MANAGEMENT AND STRATEGY



Our management recognizes and rewards service-oriented behavior of employees (cf bonus, praise, career options).



Our management supports service employees for solving customer problems.



Our managers serve as examples for service oriented behavior.



Services are an important part of our corporate strategy.



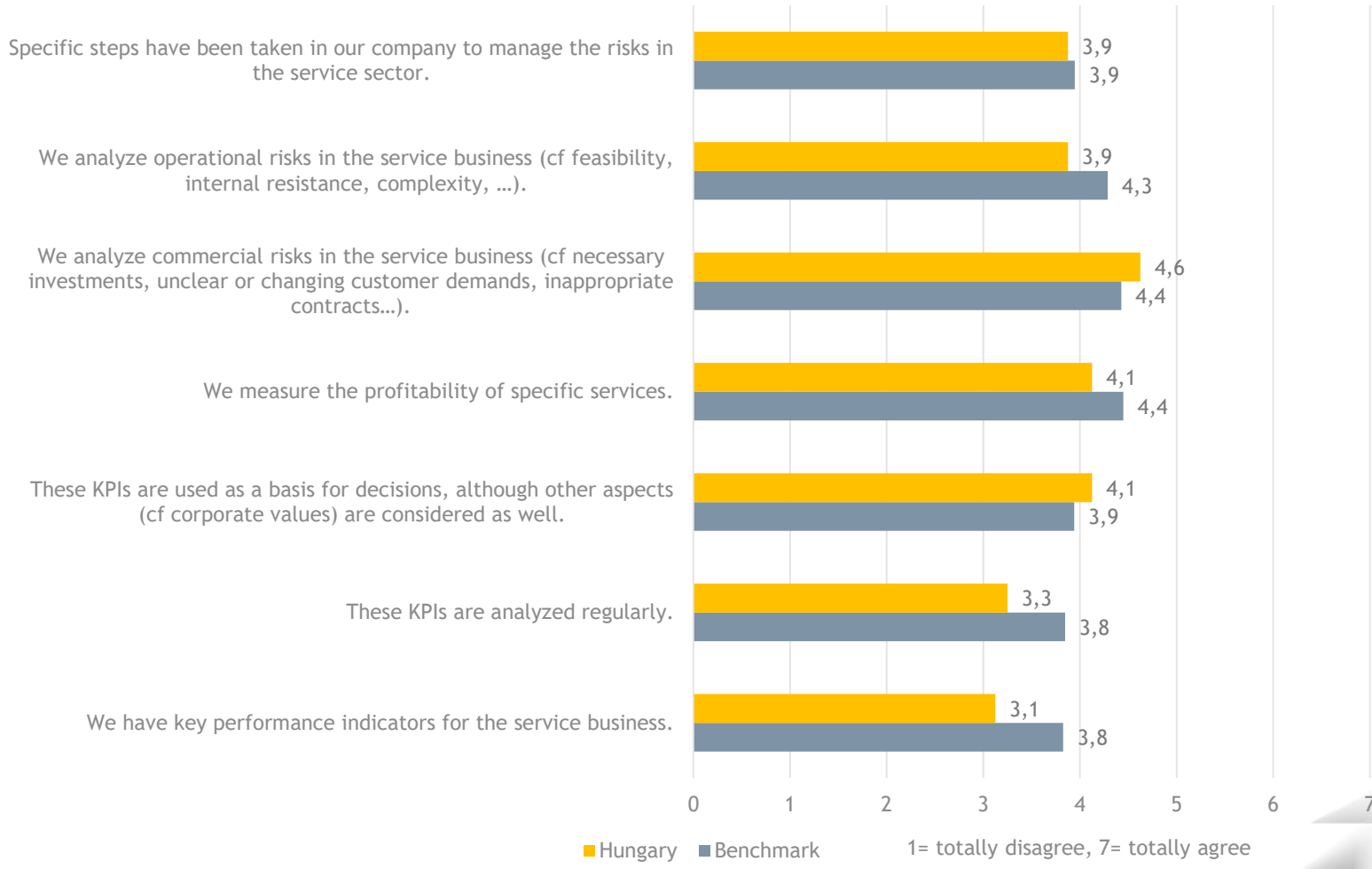
We have a clearly defined service strategy.



■ Hungary ■ Benchmark 1= totally disagree, 7= totally agree



# RISK ASSESSMENT & KEY PERFORMANCE INDICATORS FOR SERVICE



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# SERVICE PROCESSES



We have clearly defined instructions concerning how services should be executed (cf scripts, manuals).



We have fast and efficient service processes, that allow us to reply immediately to customer inquiries.



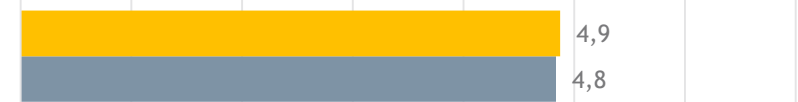
We have standardized and simplified our service processes.



Processes across different departments work well in our company.



The communication between the service department and other departments is very good in our company.



■ Hungary ■ Benchmark 1= totally disagree, 7= totally agree



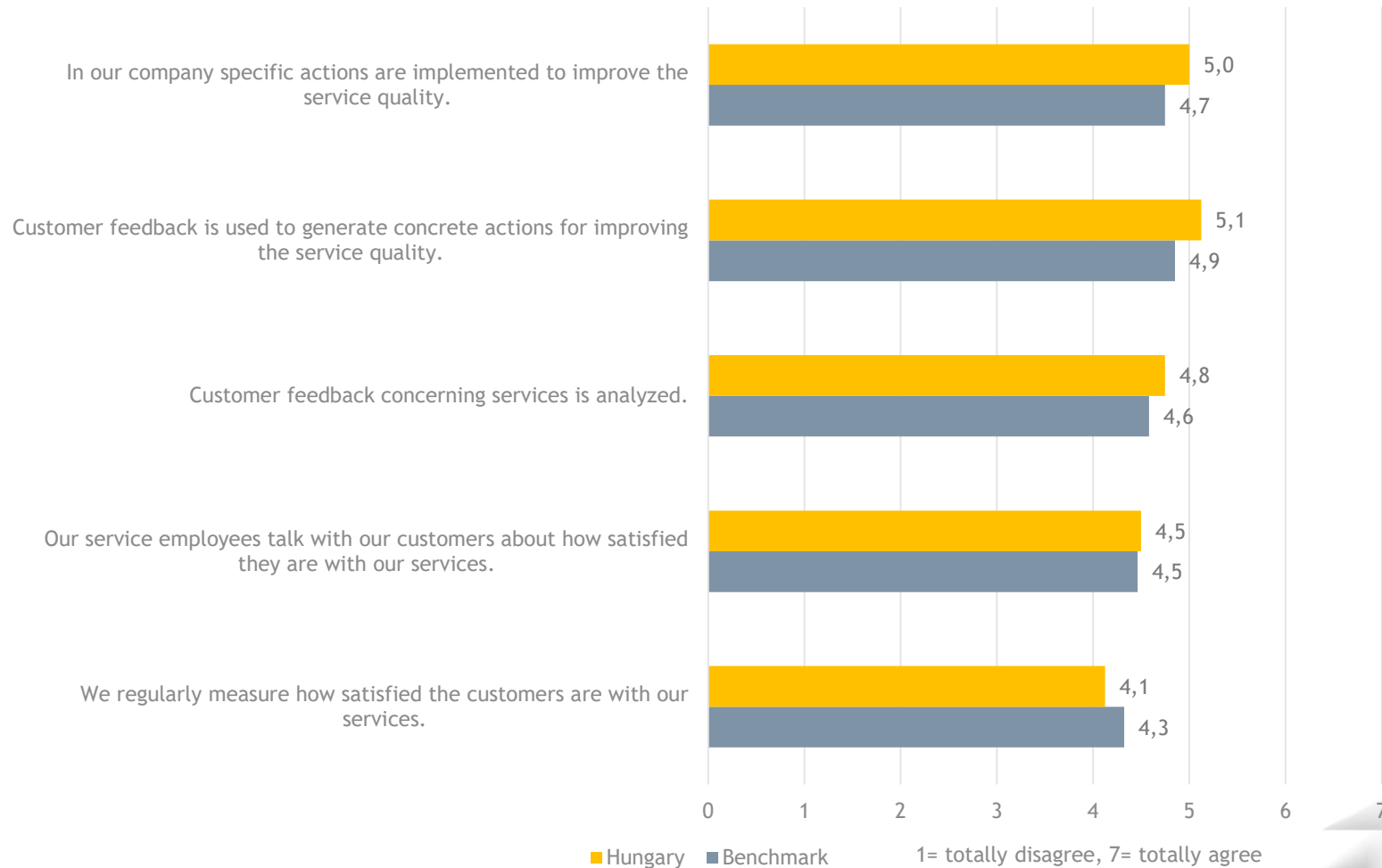
Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# INDIVIDUALISATION AND STANDARDISATION



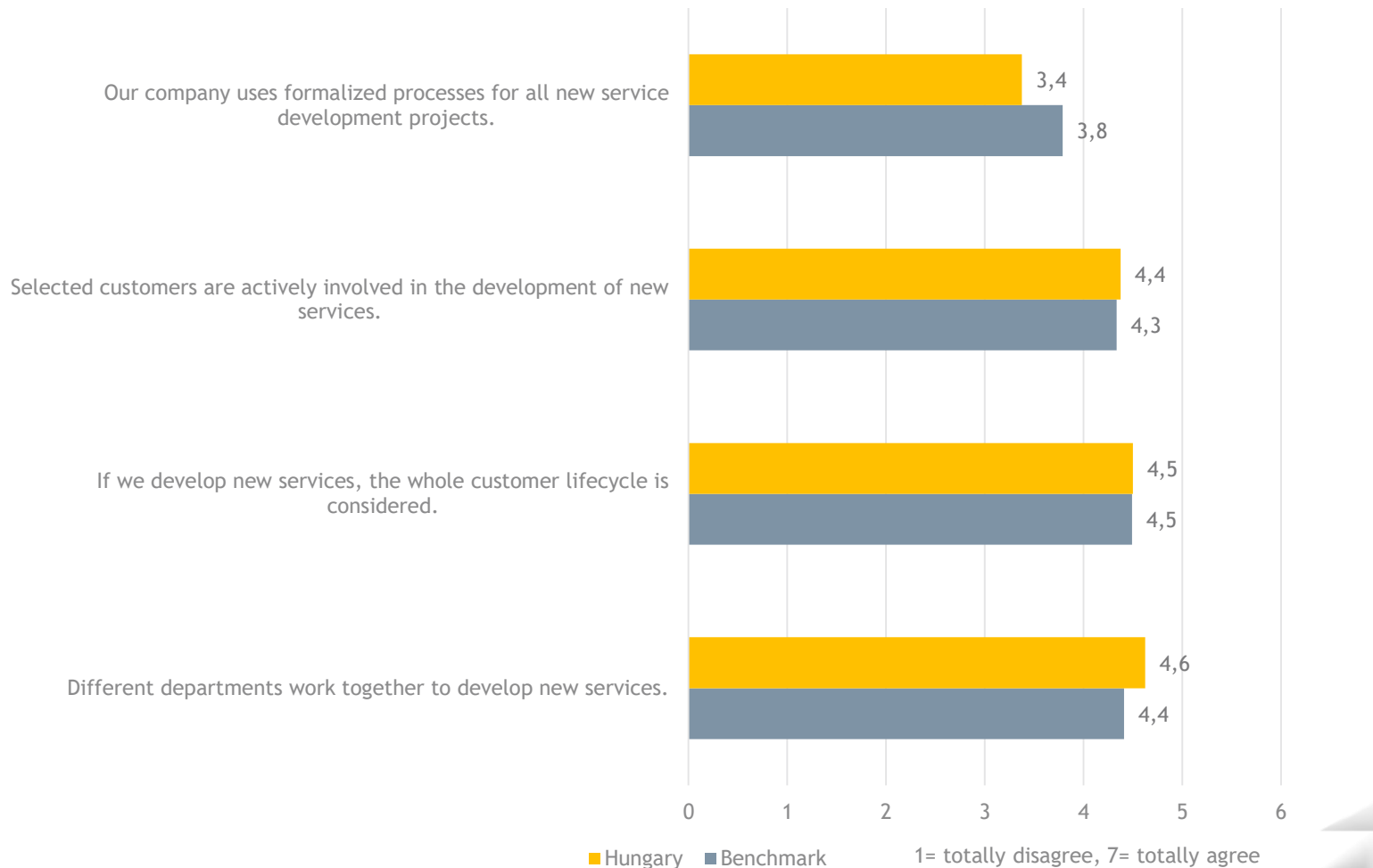
Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# ASSESSMENT OF SERVICE QUALITY



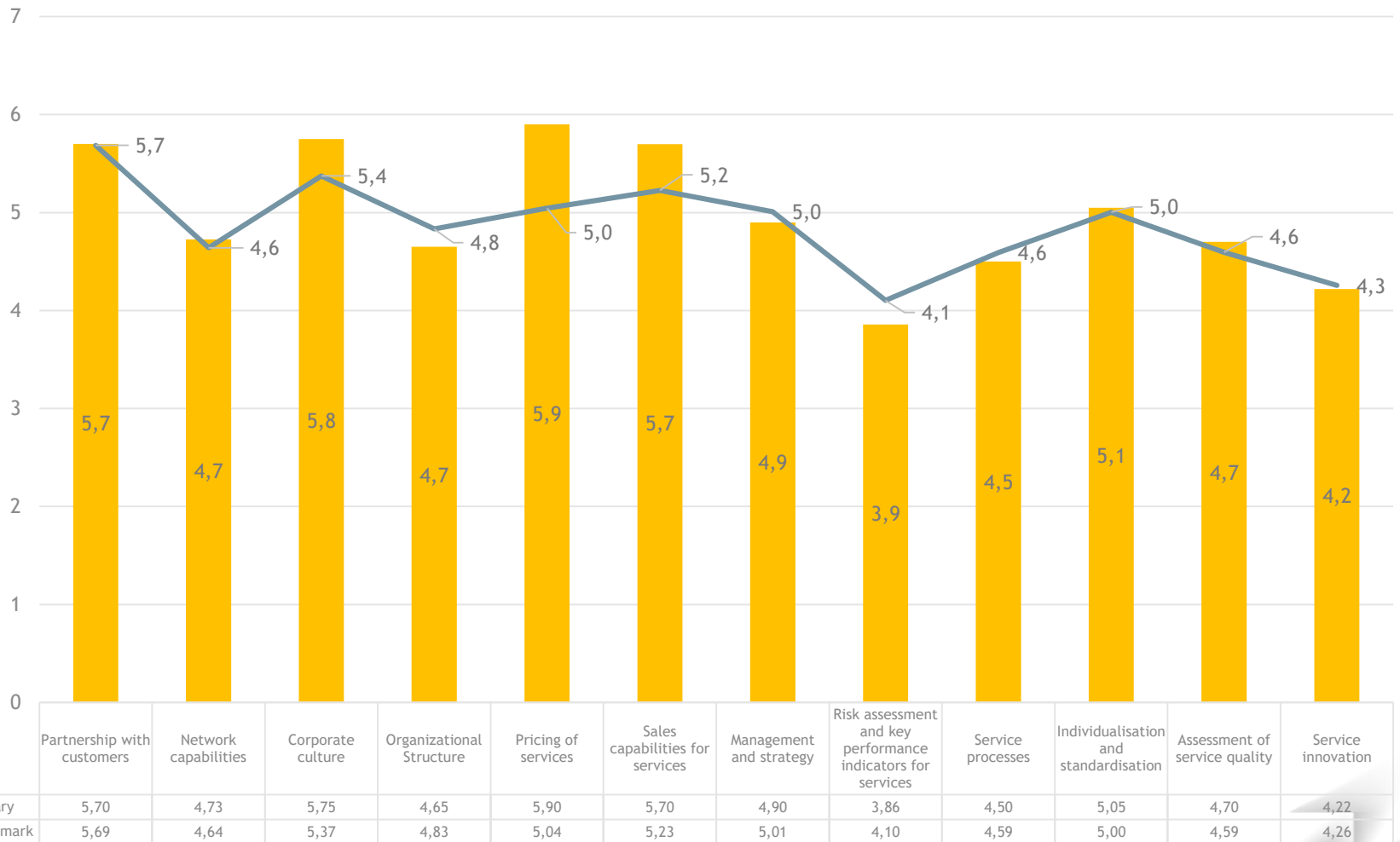
Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# SERVICE INNOVATION



Hungary: n=8  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# 12 DIMENSIONS - BENCHMARK



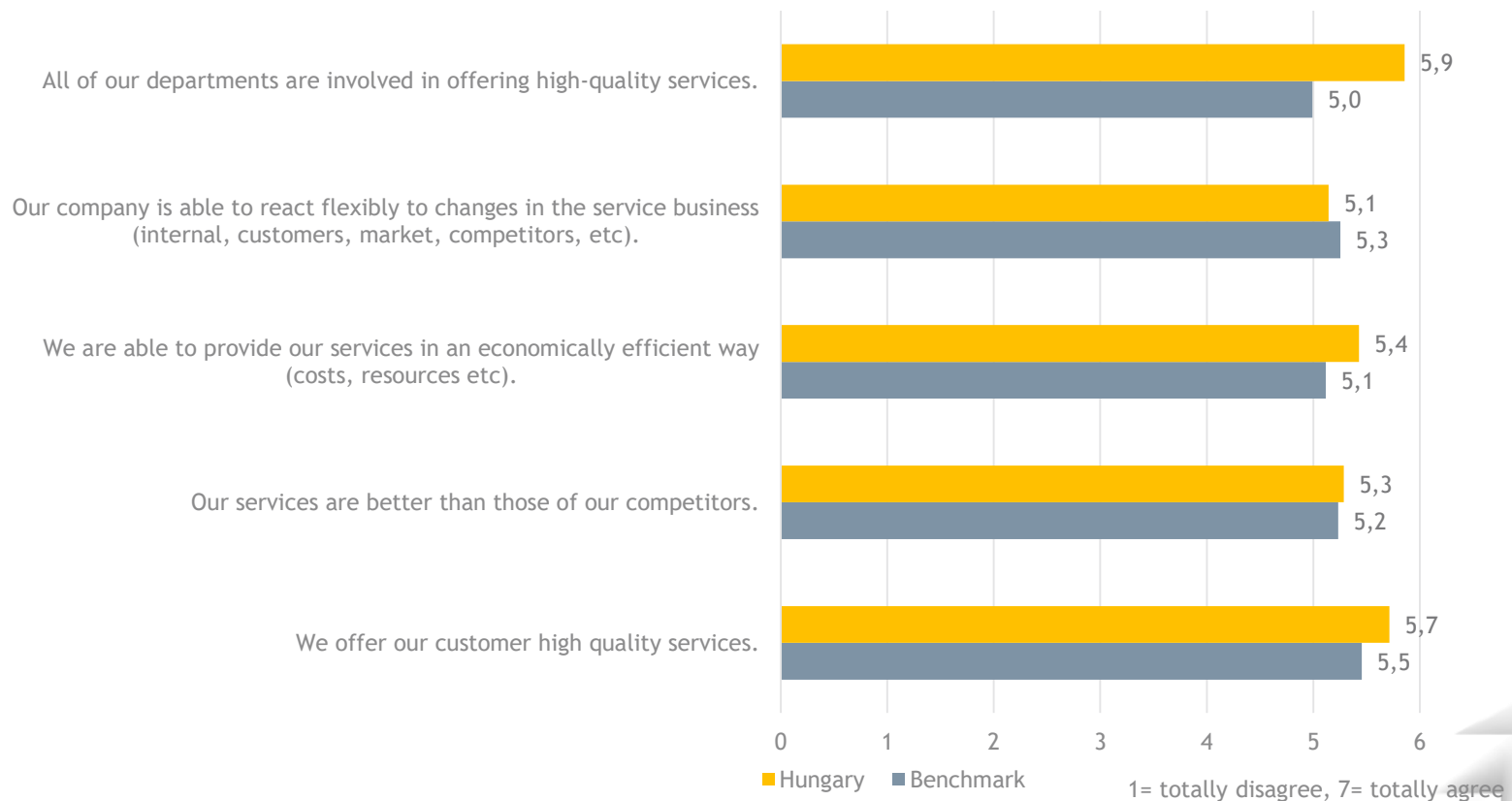
1= totally disagree, 7= totally agree



Hungary: n=8  
 Benchmark: n=379 & Data weighting according to equal distribution across countries

# SERVICE EXCELLENCE

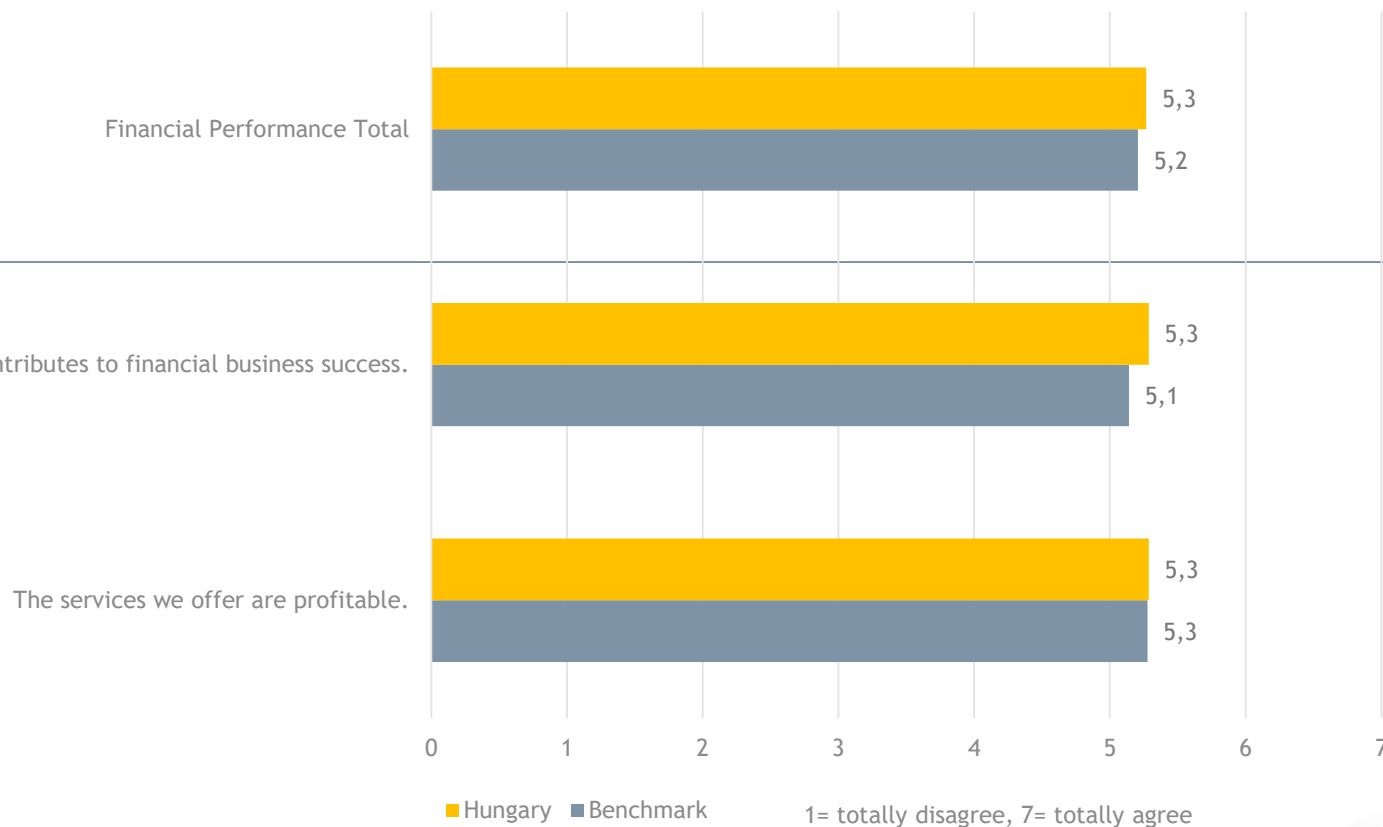
Service Excellence means that services are offered to the customer in high quality, that the customer is more than satisfied with the solution and that the service is competitive, that is better than those of the competitors. Further, processes and structures within the company support efficient and flexible provision of the services and all departments work together towards better services.



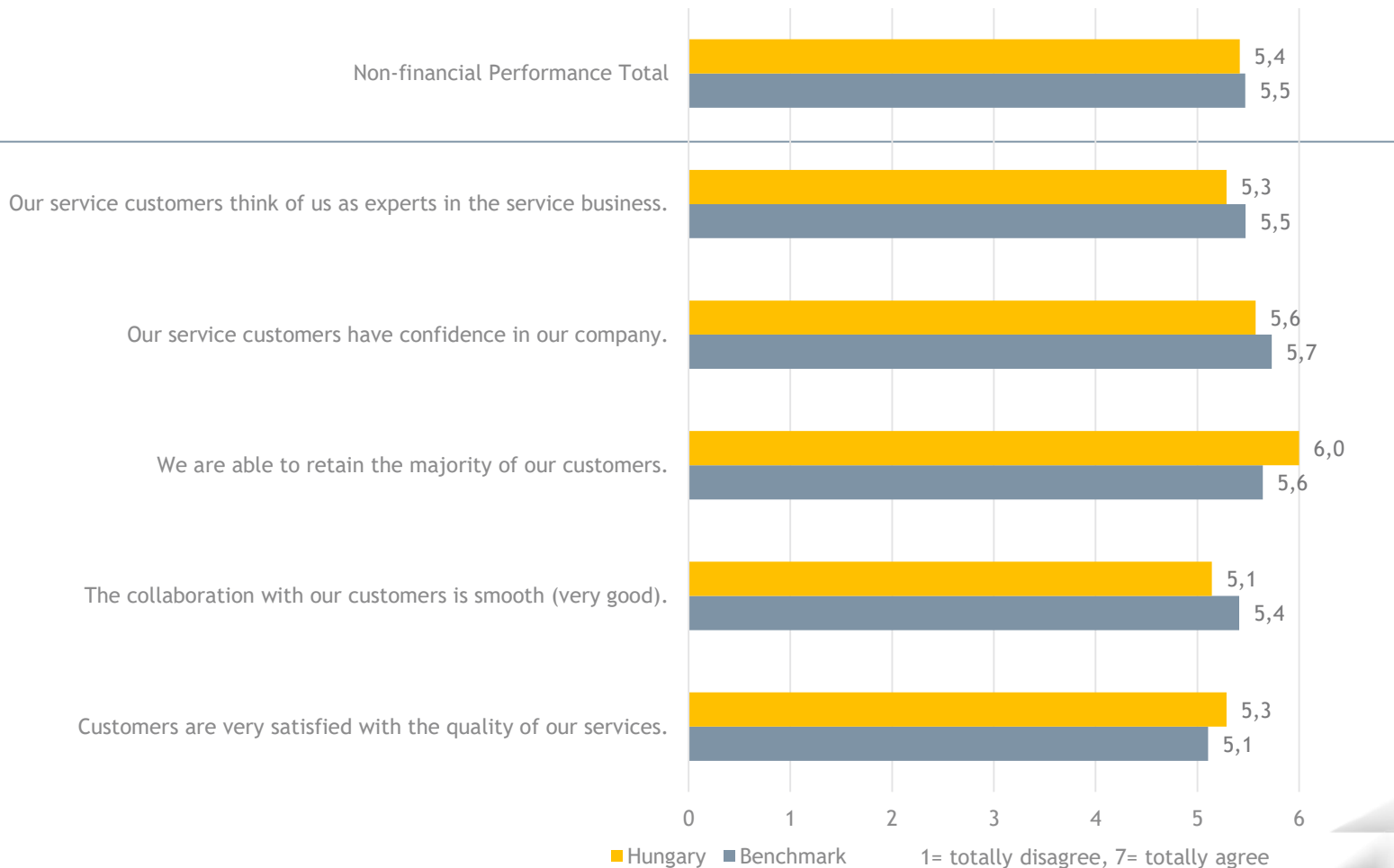
Hungary: n=7  
 Benchmark: n=379 & Data weighting according to equal distribution across countries



# FINANCIAL PERFORMANCE

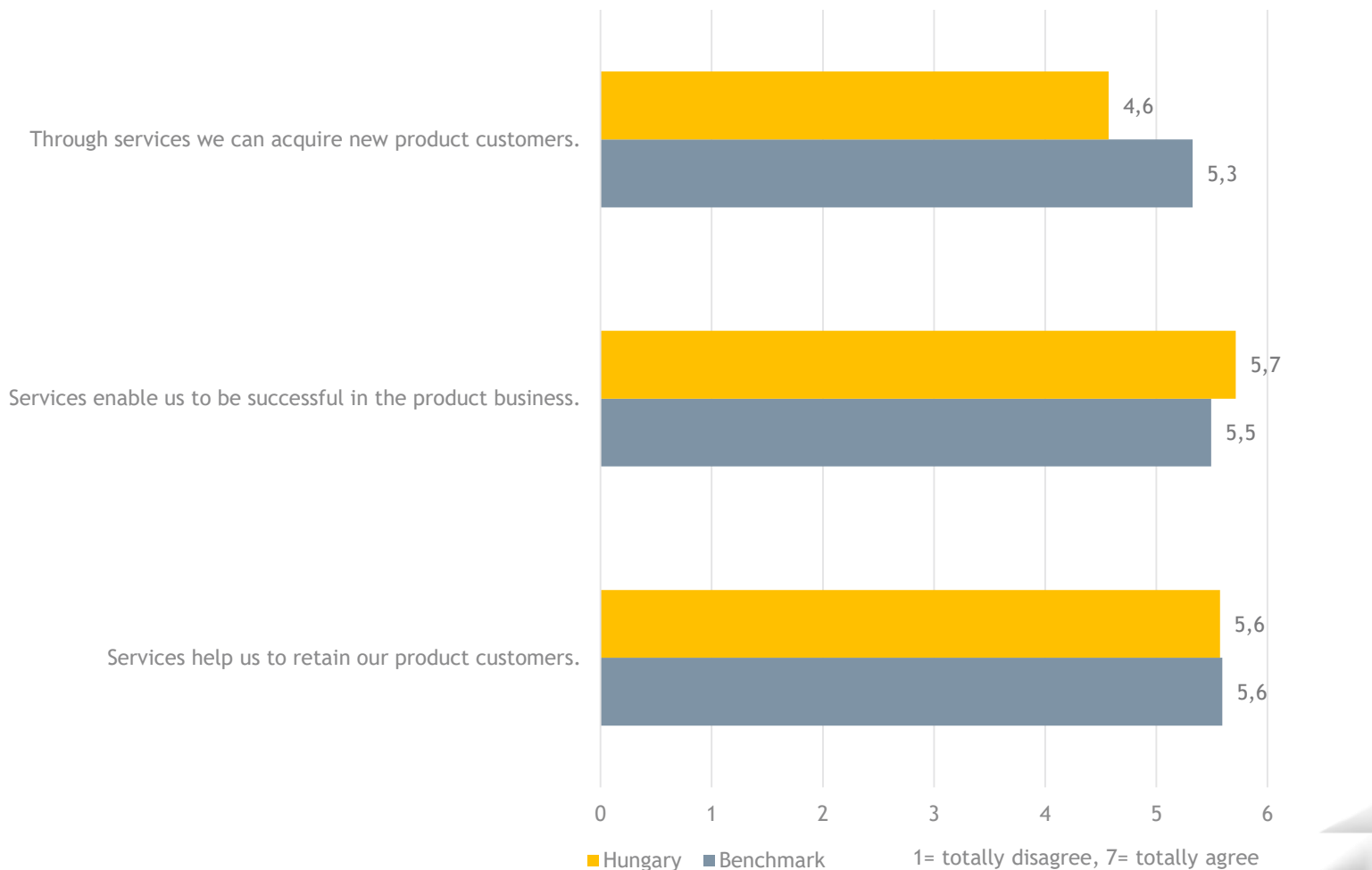


# NON-FINANCIAL PERFORMANCE



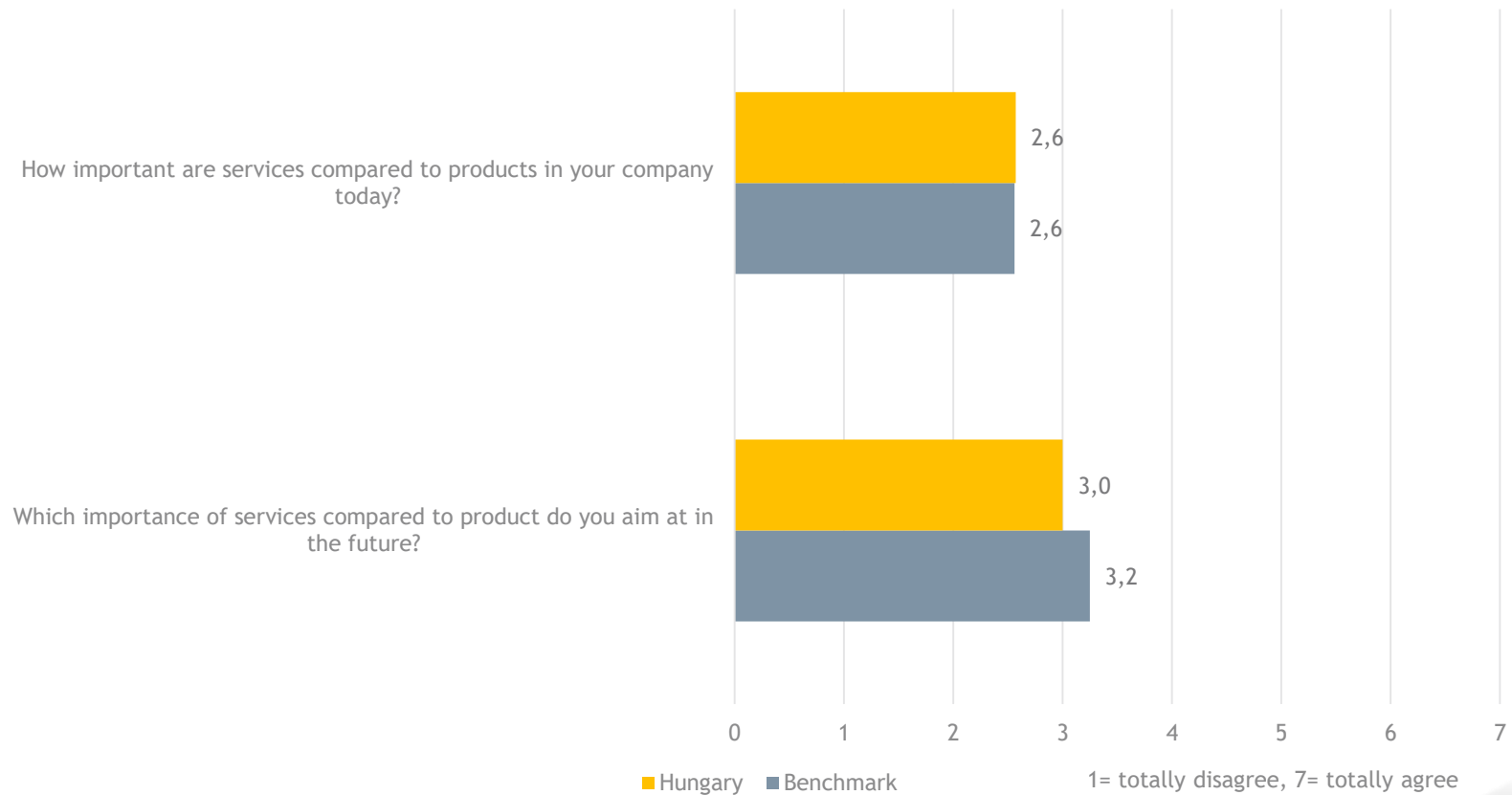
Hungary: n=7  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# SERVICE AS ENABLER

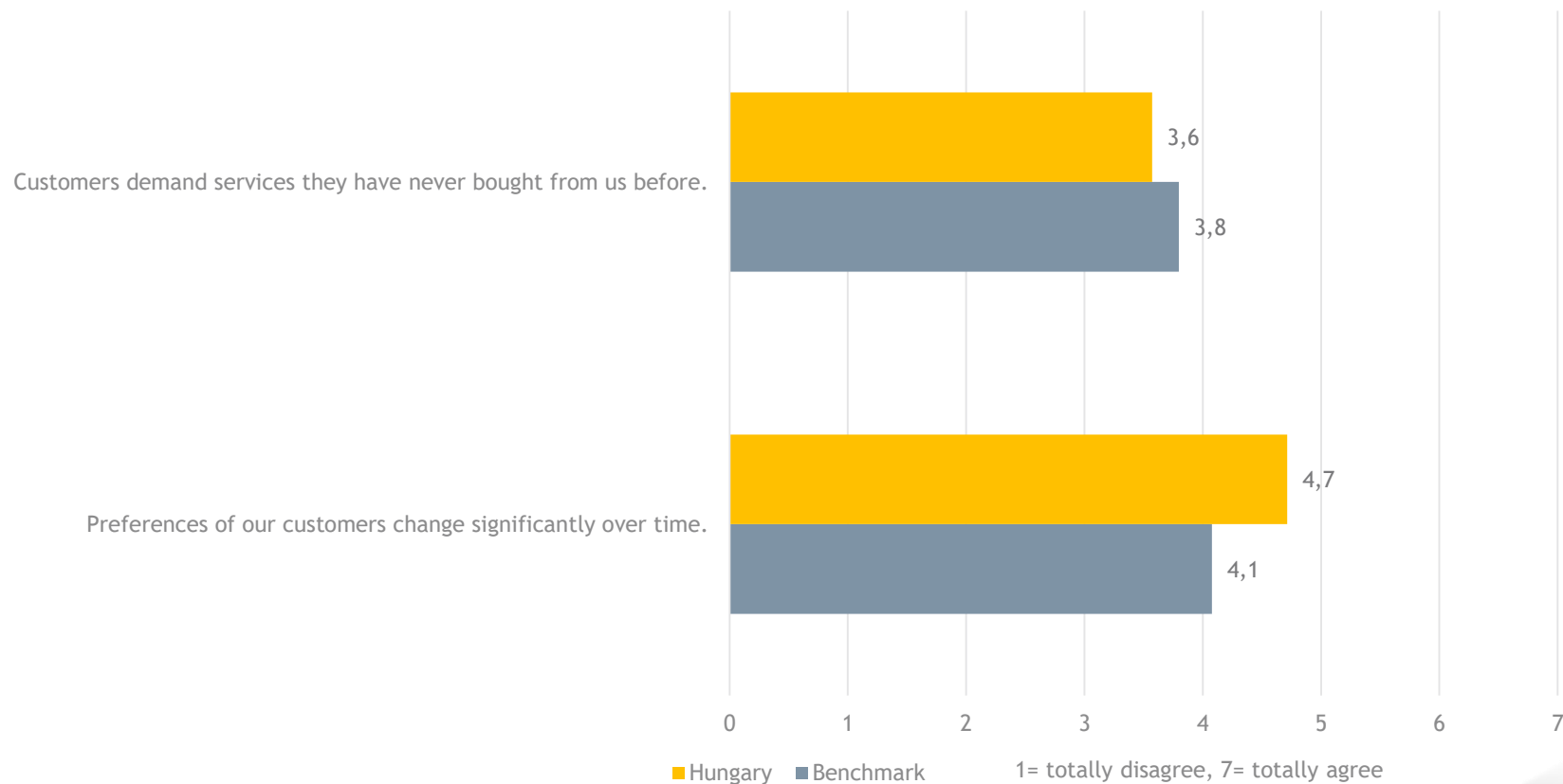


Hungary: n=7  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# IMPORTANCE OF SERVICES

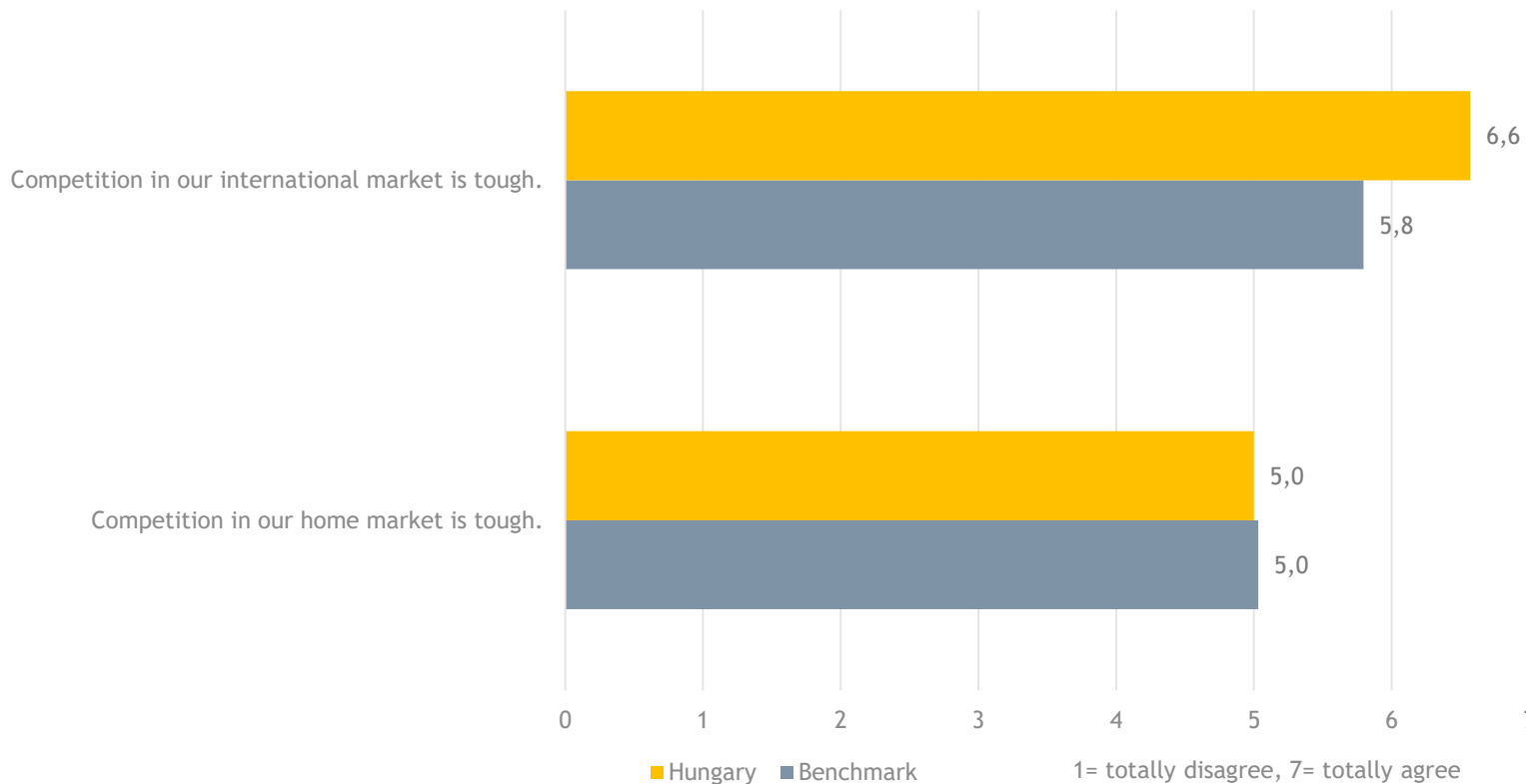


Hungary: n=7  
Benchmark: n=379 & Data weighting according to equal distribution across countries

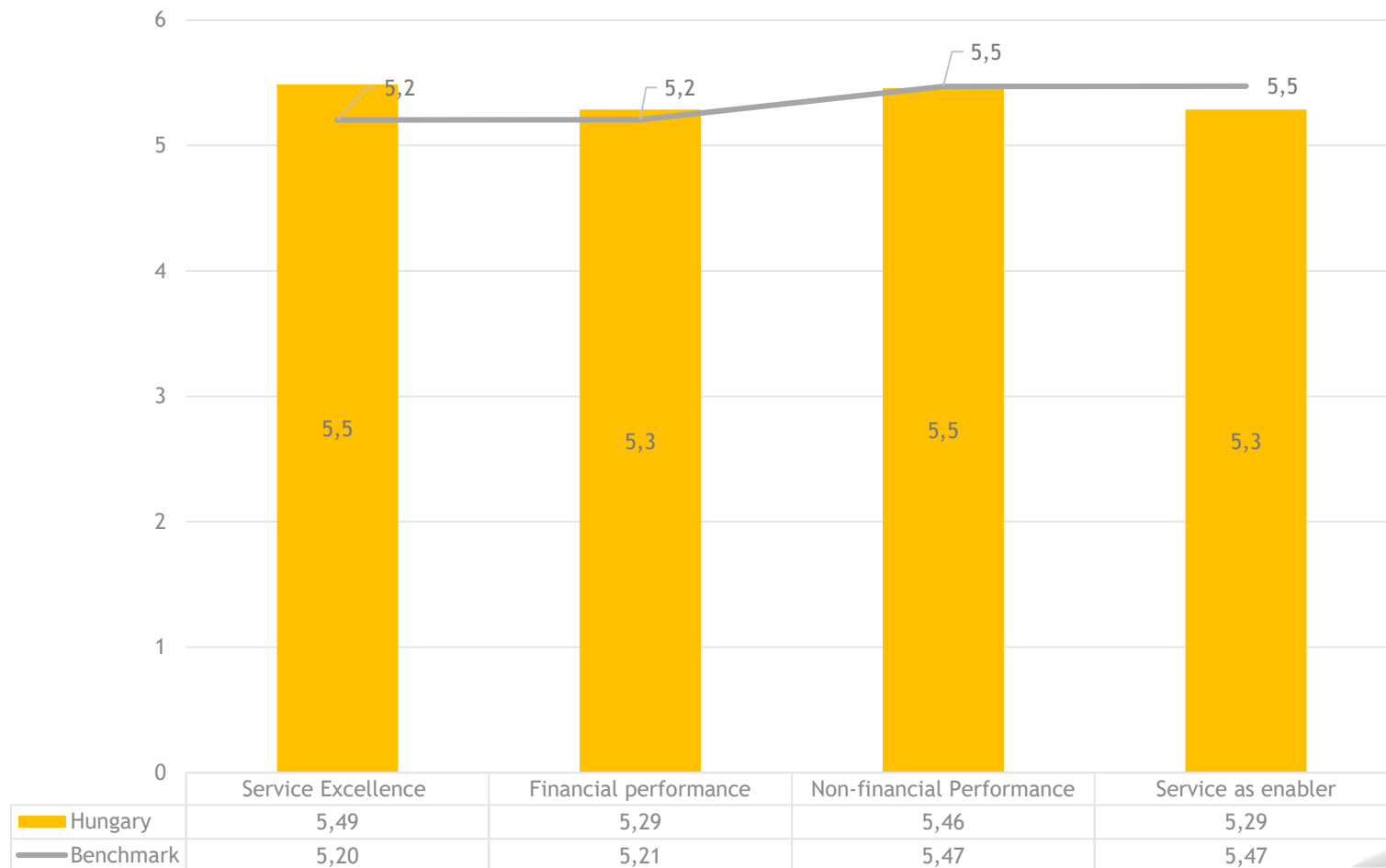


Hungary: n=7  
Benchmark: n=379 & Data weighting according to equal distribution across countries

# COMPETITION INTENSITY



# PERFORMANCE INDICATORS: BENCHMARK



1= totally disagree, 7= totally agree



Hungary: n=7  
Benchmark: n=379 & Data weighting according to equal distribution across countries