



OpsAudit

SilverLining Partners LLC

www.silverliningpartners.com

“Service companies deliver their ‘product’ through a series of acts that rarely can be routinized into a reliable process. The core of service marketing is the service itself and the core problem of service marketing is service quality.” Harry Beckwith, “Selling the Invisible”

Whether your need is to independently audit your internal operations organization to better understand your service quality [your product] and marketability or to gain insight to value a service business as a target for merger or acquisition, SilverLining Partners has the background and experience to provide a detailed due diligence to meet your requirements. Areas that we will evaluate as part of our service operations audit are:

Sales and Marketing

Quota's/Plans/Programs,
Territory Coverage,
Major Accounts,
Forecasts, Hit Rates
Pricing Methodology,
Databases,
Multinational/International

Contracts

List/Value,
Billings and Deferred Revenue Timing,
Renewals,
Cancellation Rate



Field Operations

Call Statistics, Call Rate
Response,
Utilization, Staffing
Processes and Procedures,
Historical trends
Business Relationships

Technical Operations

Processes and Procedures,

Call Handling,
Software,
Escalation,
Lab Capability,
Inventory,
Telecomm Capability

Call Center

Processes and Procedures,
Statistics,
Functionality,
Volume,
Reporting,
Escalation,
Special Commitments

Logistics

Processes and Procedures,
Inventory, Turns
Liability,
Repair,
Test Equipment Handling,
Business Partners,
Tracking,
Completion Ratio

Training

Technology,
Certification,
Revenue or Cost Savings
Student Mix,
Inventory,
Software Licenses,
Relationships

Network Operations Center

Customers,
Tools,
Backup,
Processes and Procedures,
Change Control Procedures

Human Resources

Job Classifications,
Liabilities,
Pay Scales,
Processes and Procedures

Systems

Networks,
Links,
Web,
Infrastructure
Outage Protection,
Contracts, Licenses
Inter and Intranets,
Suppliers