

ServiceModel®

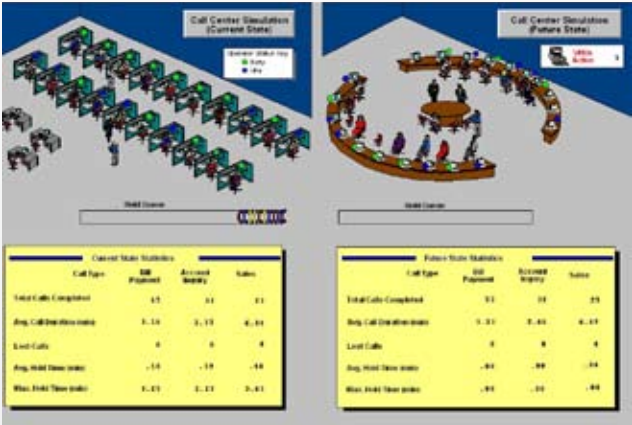
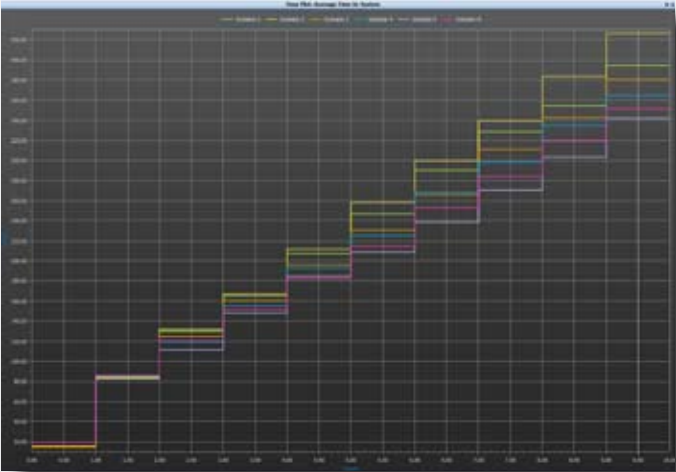
overview

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.



Design optimal systems in advance, through ServiceModel's® animated user interface and accurate predictive VAO methodology.

Current State Statistics			
Call Type	Bill Payment	Account Inquiry	Sales
Total Calls Completed	67	37	23
Avg. Call Duration (min)	3.36	2.37	6.84
Lost Calls	0	0	0
Avg. Hold Time (min)	-18	-19	-48
Max. Hold Time (min)	3.25		

Future State Statistics			
Call Type	Bill Payment	Account Inquiry	Sales
Total Calls Completed	53	39	25
Avg. Call Duration (min)	3.33	2.44	4.49
Lost Calls	0	0	0
Avg. Hold Time (min)	-00	-00	-00
Max. Hold Time (min)	-00	-10	-10

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

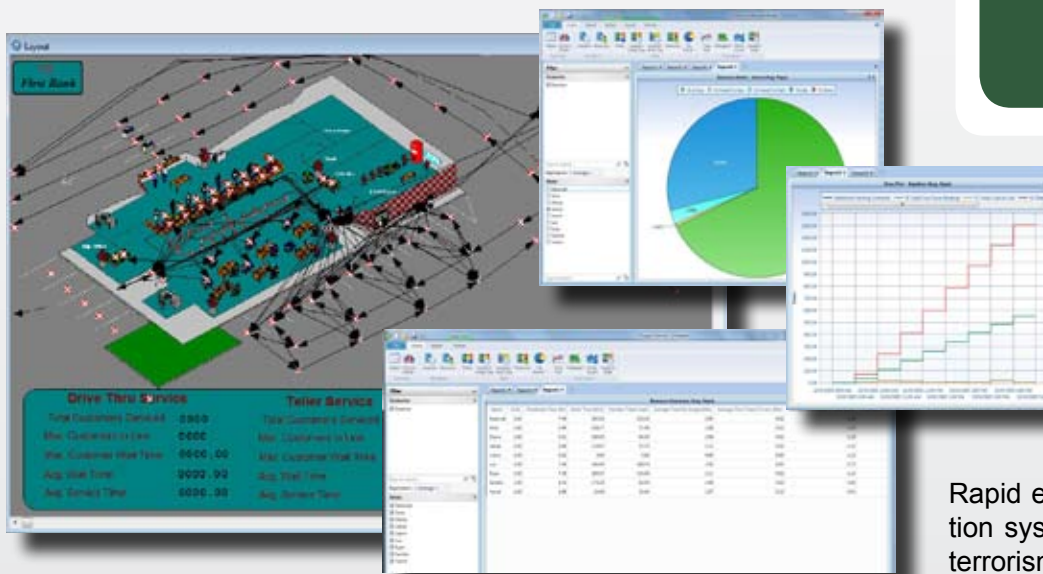
Determine the most effective course(s) of action for your enterprise by optimizing the performance of your system(s) based on the analyses conducted in step 2. Determine optimum answers to issues such as:

- 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:

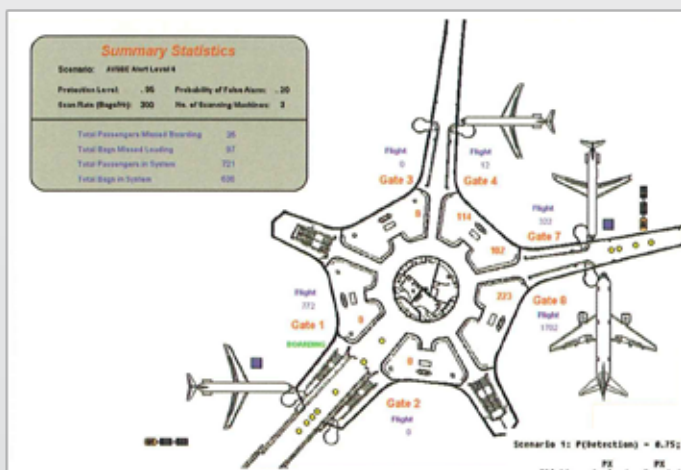
Customer demand for increased service quality and faster service at bank branch offices has had a great effect on operating procedures for tellers, customer service representatives, and ATM machines. This model visually illustrates the long customer lines that occur under different operating scenarios 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.



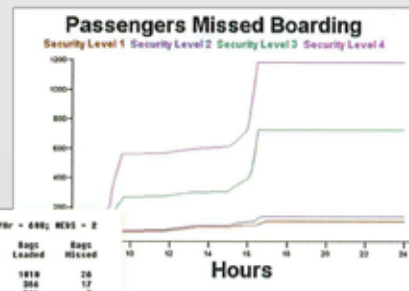
Snapshot of Bank Branch Office Simulation

- ServiceModel® clients**
- American Express
 - Social Security Administration
 - US Airways
 - Salt Lake Olympic Committee
 - Bank of America
 - LDS Church
 - J Paul Getty Trust
 - Federal Express

Airport terminal simulation:



Snapshot of Airport Terminal Simulation



Scenario 1: P(detection) = 0.75; P(FA) = 0.05; Bags/hr = 480; MSB = 2

Flight	PK Arrived	PK Boarded	PK Missed	Bags Arrived	Bags Loaded	Bags Missed
2	439	389	51	1836	1816	20
12	943	943	0	380	380	0
25	916	916	0	321	314	7
44	276	275	1	711	700	11
45	277	275	2	749	737	12
112	152	152	0	266	266	0
319	148	139	9	367	361	6
356	151	144	7	349	347	2
782	252	244	8	619	611	8
772	136	128	8	333	348	15
1742	300	294	6	748	742	6
1894	353	353	0	943	799	144
1848	412	388	24	1099	788	311
1848	238	228	10	612	608	4
1894	355	347	8	948	748	200
Total	9422	8711	711	9952	8924	1028

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.