Shared services center customer perceptions

Getting recognition for what you do

Key insights from Deloitte’s 2014 Voice of the Customer and Voice of the Shared Services Leader surveys

Perception of dissatisfaction

Shared services center (SSC) leaders tend to hold an overly pessimistic view of their customers’ actual satisfaction rates.

- SSC leader’s perceived level of customer dissatisfaction: 56%
- Actual level of customer dissatisfaction: 25%
- SSC leader’s perceived level of customer satisfaction: 32%
- Actual level of customer satisfaction: 70%

Perception of service value

SSC leaders generally assume their customers have a higher level of satisfaction for the value of SSC services.

- SSC leader’s perceived level of “very satisfactory” value of service: 21%
- Actual customer level of “very satisfactory” value of service: 5%

Quality perception

SSC leaders and SSC customers share positive views of service quality.

- Of customers believe quality has improved following the implementation of shared services: 52%
- SSC leader’s perceived level of “above average” customer service quality: 62%
- Actual level of “above average” customer service quality: 63%
Service management

Meaningful customer engagement is the key to delivering consistently high levels of customer satisfaction.

- 75% of customers believe their satisfaction level is "above average" with a survey.
- 25% of customers believe their satisfaction level is "above average" without a survey.
- 58% of SSC cost control is at an "average" or higher level without a GPO.
- 93% of SSC cost control is at an "average" or higher level with a GPO.

Cost perception

About half of customers reported they were highly satisfied with SSC effectiveness in controlling overall costs.

- 22% of customers believe costs have increased since the implementation of shared services.
- 76% of SSC leaders believe the shared services ability to control costs is "very satisfactory".
- 48% of customers perceive the ability of shared services to control costs is "very satisfactory".

Perception of metrics

Customers surveyed about metrics are generally more satisfied with the information provided.

- 3-5 is the preferred number of metrics per category.
- 46% of non-surveyed customers rate the metrics value as "effective".
- 65% of surveyed customers rate the metrics value as "effective".

Learn more

For further information, visit our website at www.deloitte.com/us/ServiceDeliveryTransformation

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