



Enhancing Service Performance & Client Satisfaction

A Data-Driven Review with Strategic Recommendations

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Agenda

- Introduction
- Revenue Breakdown by Service Type
- Revenue vs. Client Satisfaction
- Project Duration vs. Satisfaction
- Repeat Clients vs. Satisfaction
- Efficiency & Workflow Improvements
- Strategic Takeaways



Introduction

- **Purpose:** Share a clear, data-backed review of how each service is doing, what clients think, and where we can improve.
- **Goal:** Help guide decisions that increase client satisfaction, loyalty, and operational efficiency.

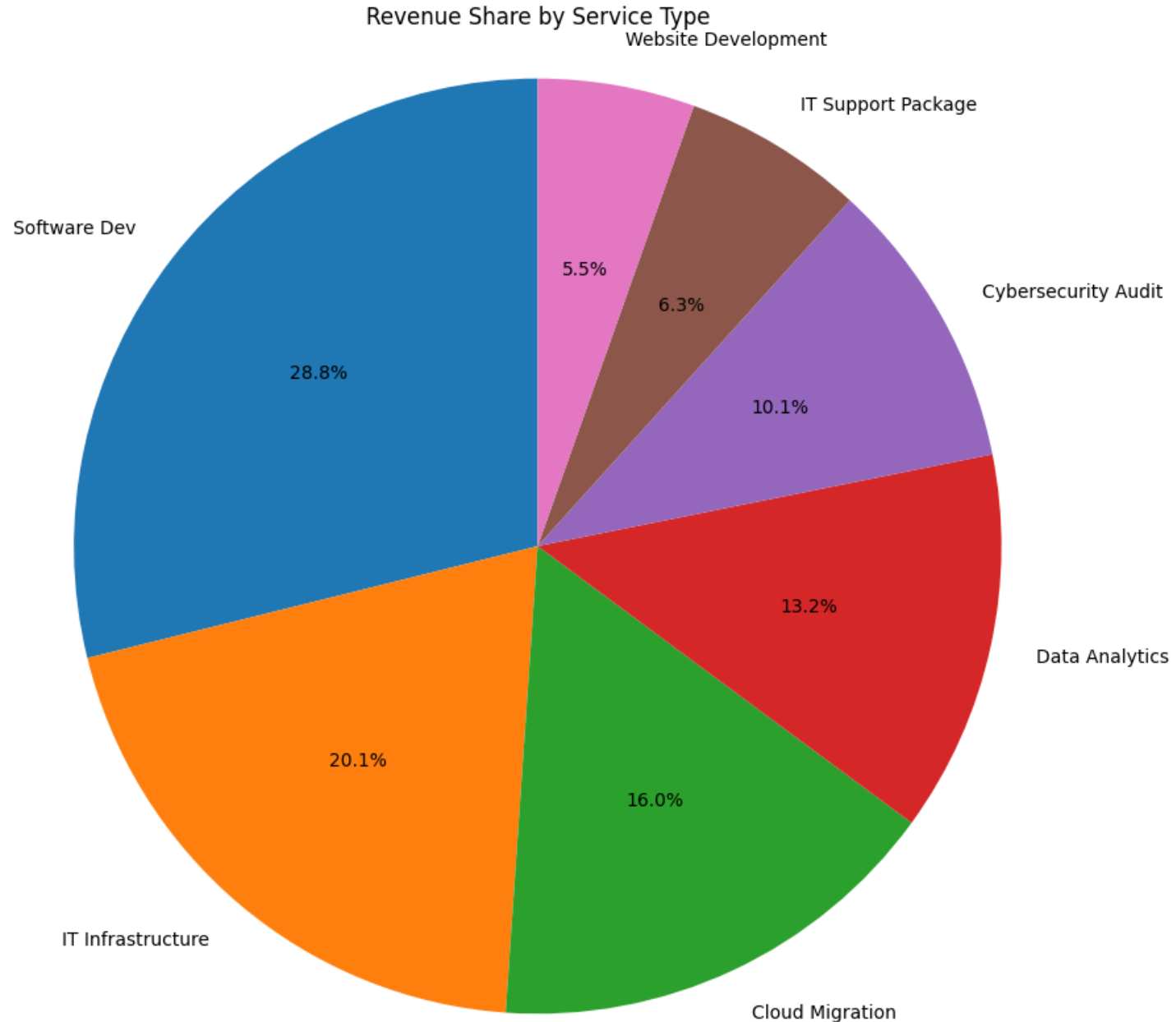


Revenue Breakdown by Service Type

Software Development brings in the largest share of revenue (28.8%), followed by IT Infrastructure (20.1%) and Cloud Migration (16%).

Website Development and IT Support contribute less than 7%.

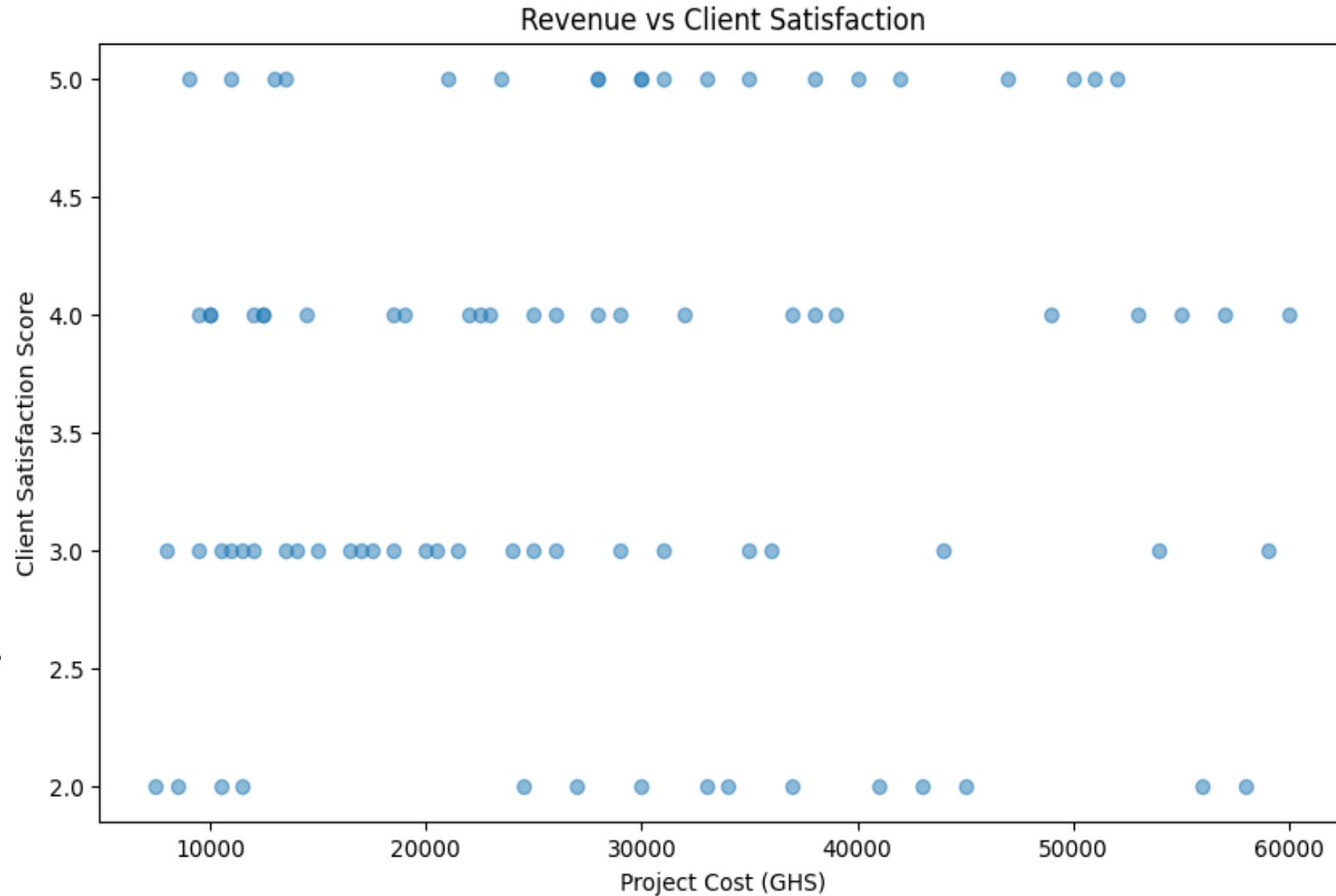
Focus investment and marketing on high-revenue services. Repackage or bundle lower-revenue services to increase appeal.



Revenue vs. Client Satisfaction

High cost doesn't always mean high satisfaction. Projects costing GHS 20,000–40,000 show very mixed satisfaction results

Standardize feedback collection on all large projects and create satisfaction benchmarks by cost tier to identify performance issues early.

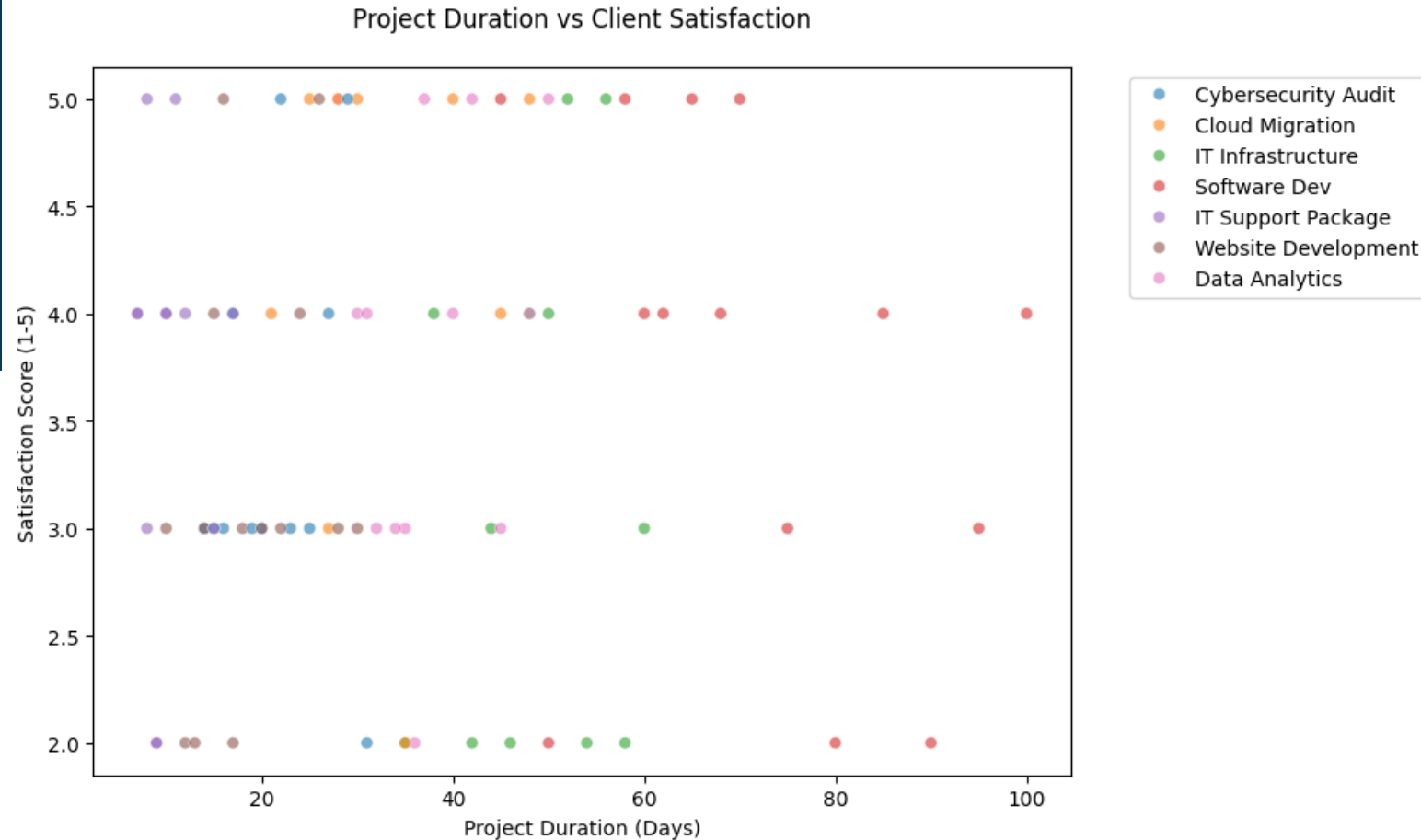


Project Duration vs. Satisfaction by Service

Longer projects (especially Software Dev and IT Infrastructure) often get lower satisfaction scores. Shorter projects (like Website Dev or Cybersecurity) trend higher.

Use Agile methods to break long projects into more manageable phases.

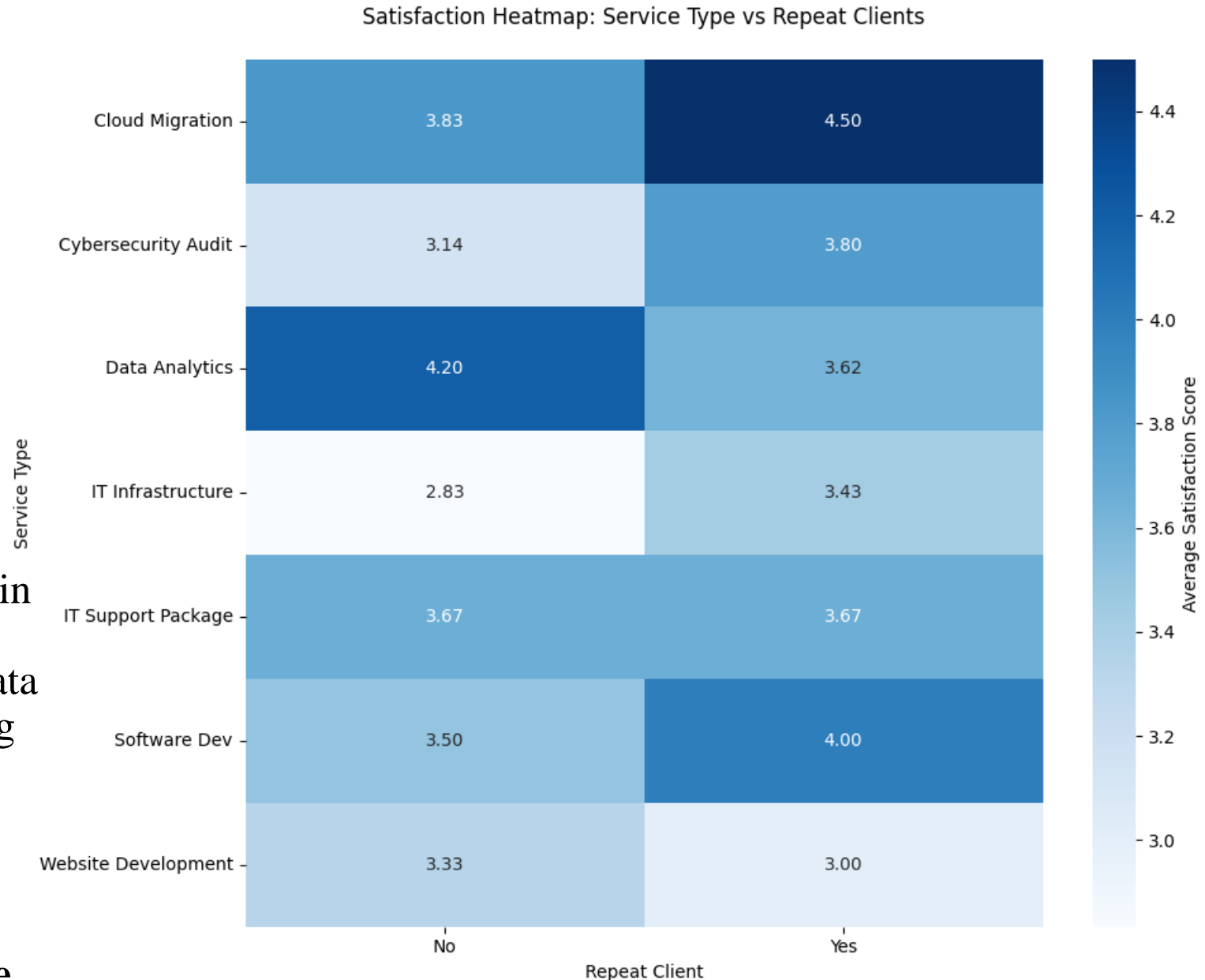
Apply analytics to flag long projects at risk of low satisfaction.



Repeat Clients vs Satisfaction Heatmap

Repeat clients are generally more satisfied in services like Cloud Migration (4.5 vs 3.83) and Software Development (4.0 vs 3.5). Data Analytics shows a dip in satisfaction among repeat clients (4.2 new vs 3.62 repeat).

Launch a loyalty program focused on recurring services and dig into Data Analytics delivery for repeat clients—could be lack of innovation or poor scope refinement.





Efficiency & Workflow Improvements

Automation Ideas:

- Client Feedback Automation: Auto-send surveys post-project; analyze feedback in real-time.
- Live Dashboards: Track satisfaction and performance by service line.
- Workflow Tools: Use Zapier or Power Automate to handle project updates and approvals.
- CRM Assistants: AI bots to respond to client queries faster and more consistently.



Closing & Strategic Takeaways

Summary:

Revenue is driven by a few services—optimize these.

Bigger budgets don't ensure happier clients—focus on consistency.

Automation can speed up service and improve satisfaction.

Final Recommendation:

Set up a "**Client Experience Taskforce**" to own satisfaction tracking, automation rollout, and client engagement improvements.

Thank You!

Questions &
Feedback
Welcome

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