

Service Management Policy

PHX059

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Scope Of Our Service Management System

Our scope for the service management system is defined as: "The Service Management System (SMS) for the Azure Managed Services provisioned by Phoenix Software Ltd."

Policy Statement

Phoenix is committed to delivering high-quality services to our customers. We recognize the importance of an effective service management system and have implemented the requirements of ISO/IEC 20000. Our service management system is designed to ensure that our services meet or exceed our customers' requirements and expectations.

At Phoenix, we are committed to providing high-quality IT services to our customers. Our policy is to consider the challenges our customers face and provide them with the services they need to overcome them.

Our policy is to support our customers with technical knowledge gaps, providing them with the expertise they need to use their purchased technologies effectively. We believe that technical knowledge is crucial to our customers' success, and we are dedicated to helping them maximize the benefits of our services.

At Phoenix, we value our partnerships with our customers. We believe that by working together, we can achieve better outcomes for our customers and our organization. Our policy is to collaborate with our customers, listen to their feedback, and incorporate it into our services. We strive to build strong relationships with our customers, based on trust and mutual respect.

We are committed to providing high levels of customer satisfaction. Our policy is to ensure that our services are fit for purpose and meet our customers' requirements. We continuously review our services to ensure that they remain relevant and up to date, delivering the desired outcomes for our customers. Our services are designed to be scalable and repeatable to provide consistent and cost-effective services.

Objectives

Taking into consideration the strategic business objectives, the service management objectives are described below:

Objective	Measurement Target	Measurement Period	Completion Date
£3.6m GP across all managed service offerings	Sales Performance	Financial Year	28/02/2024
Introduction of New Managed Services	At least 1 new service to be introduced	Financial Year	28/02/2024
Maintain high service level agreement compliance	99% of SLA's to be met	Financial Year	28/02/2024
Maintain high customer satisfaction scores	98% of customer satisfaction to be positive	Financial Year	28/02/2024
COD vs Revenue Target	Maintain COD at 40% of revenue or lower	Financial Year	28/02/2024
Customer Retention	90% of managed service customers retained	Financial Year	28/02/2024
Service Retention	80% of customers retaining existing services	Financial Year	28/02/2024

£3.6m GP Across All Managed Service Offerings

What will be done: New services will be sold to customers and existing services retained to achieve the GP target.

Resources required: Sales function and service products

Responsible: Director of Managed Services and Solutions

Evaluation: Managed Services sales GP will be equal to or greater than the measurable target.

Introduction of New Managed Services

What will be done: New managed service(s) will be made available for Phoenix customers to buy.

Resources required: Strategic input from the business, technical input from technical subject matter experts, commercial input from Sales function

Responsible: Managed Services Product Manager

Evaluation: Services not available in previous FY are made available for customers to purchase during the measurement period.

Maintain High Service Level Agreement Compliance

What will be done: Customers will receive a service in accordance with contractual obligations.

Resources required: ITSM tool to track SLA objectives

Responsible: Head of Service Delivery

Evaluation: SLA achievement will be equal to or greater than the measurable target

Maintain High Customer Satisfaction Scores

What will be done: Provide high quality services to ensure high customer CSAT scores on service tickets

Resources required: ITSM CSAT functionality to record and measure customer satisfaction

Responsible: Head of Service Delivery

Evaluation: Customer CSAT will be equal to or greater than the measurable target

COD vs Revenue Target

What will be done: The COD against managed services will be controlled to ensure services are commercially viable. This will be done by controlling the costs associated to managed services and ensuring that services are priced accordingly.

Resources required: Service Delivery cost management and Sales teams to review pricing of services against costs.

Responsible: Managed Services Steering Committee

Evaluation: COD is equal to or below the measurable target

Customer Retention

What will be done: Ensure that customers are happy with the service(s) received from Phoenix and take at least 1 managed service from Phoenix. This will be done by providing good account management, providing good quality services, and ensuring service adoption and satisfaction of the service.

Resources required: Account Management, Customer Success, Technical Delivery

Responsible: Managed Services Steering Committee

Evaluation: Customers which retain at least 1 managed service with Phoenix

Service Retention

What will be done: Ensure that customers recognise the value from the services they have bought from Phoenix and want to renew them. This will be done by providing good account management, providing good quality services, and ensuring service adoption and satisfaction of the service.

Resources required: Account Management, Customer Success, Technical Delivery

Responsible: Managed Services Steering Committee

Evaluation: Customers which renew their existing services

Applicable Requirements and Continual Improvement

Phoenix is committed to delivering IT services that comply with all applicable laws, regulations, and industry standards. We are dedicated to continuously improving our service management system to ensure that our services meet or exceed customer expectations and comply with all applicable requirements. We will monitor and review our service management system regularly to identify areas for improvement and take appropriate actions to meet all applicable requirements

Objective results will be communicated to the board through quarterly management reports.

Review and Revision

This policy is reviewed as it is deemed appropriate, but no less frequently than every 12 months. Policy review will be undertaken by the SMS with any subsequent changes authorised by the Managing Director or Operations Director.

Version Control

<u>Author</u>	<u>Version</u>	<u>Date</u>	<u>Description</u>
Amy Trimble	1.0	31/03/2020	Company distribution
Amy Trimble	1.0	22/02/2021	Annual Review – no changes
Amy Trimble	2.0	14/02/2022	Updated objectives for FY23 Changed responsibility to Service Delivery Team
Richard Barwick	2.0	24/01/2023	Annual Review – no changes
Richard Barwick	3.0	20/03/2023	Updated objectives for FY24 and revisions to policy statement

Document Approval

<u>Name</u>	<u>Version</u>	<u>Date</u>	<u>Position</u>
Clare Metcalfe	1.0	31/03/2020	Operations Director
Clare Metcalfe	2.0	14/02/2022	Operations Director
Clare Metcalfe	3.0	04/05/2023	Operations Director

Signed: *Clare Metcalfe* Clare Metcalfe, Operations Director

Dated: 04/05/2023