



**CENTER  
SMART SERVICES**



## Service Maturity Assessment

**Professional measurement of service maturity  
for the strategic & operational expansion of your  
service business**

# Leveraging potential through the digital transformation of the service organization

The application of digitalization in service offers many opportunities, such as optimizing the use of resources and increasing customer satisfaction through customer-specific data-based services. Especially in times of a shortage of skilled workers and increasing competition, new digital services and a more efficient design of processes are profitable. Depending on the industry, the share of services amounts to 30 – 60 % of total revenue, but only one third of machine and plant manufacturers generate more than 30 % of revenue with services. Above all, high margins of 30 – 50 % in the service business make it attractive to leverage potential in service.

In order to successfully establish digital services on the market, prerequisites are required throughout the entire service organization. With our Service Maturity Assessment, we support you in the digital transformation of your service units. Together we determine the digital maturity level and identify potential for improvement. With concrete action measures, we develop your service purposefully so that you can exploit the potential of digitization in service.

What potential does digitalization in the service sector offer for manufacturing companies?

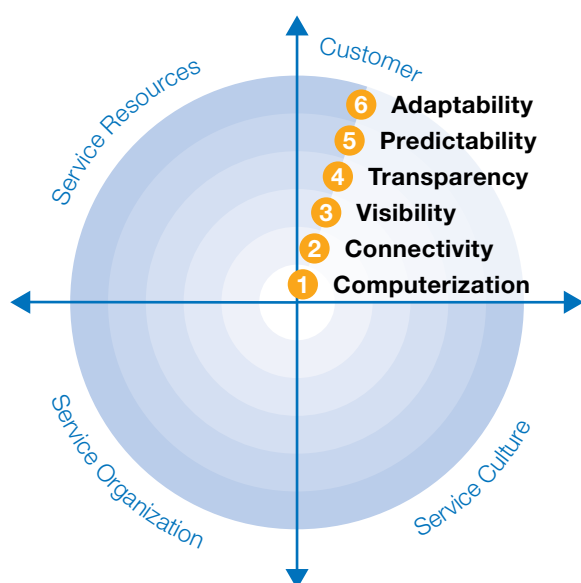
- Differentiation from the competition through proactive service
- Optimization of the customer through data-based insights and extension of the life cycle of machines
- Reduction of costs, better performance and quality through efficient use of resources
- Increase in customer satisfaction and long-term customer loyalty

The Service Maturity Assessment offers you strategic advantages:

- Identification of improvement potentials through detailed analysis of the service organization
- Optimization and further development of the service organization based on strategic goals
- Traceability of the progress of the service maturity level
- Benchmarking of own service organizations against other industry service organizations



## From the inside out: 6 levels describe the level of service maturity



1 Employees in service are supported in repetitive tasks by data processing systems.



2 Structured and linked IT systems reflect core business processes of the service.



3 Through a digital shadow, management can make data-driven decisions in service.



4 Companies understand the background of events in service and share data-driven insights.



5 Companies develop data-based future scenarios for the service and decide or act on the basis of these.

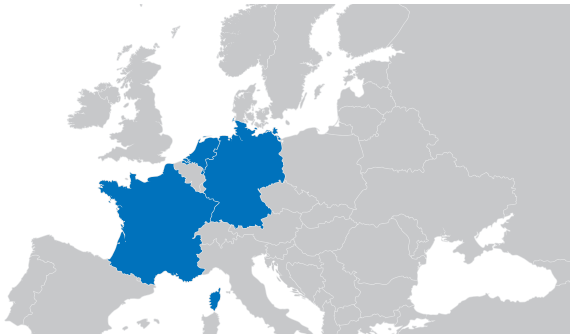


6 Enterprise systems in service react autonomously to events by regulating and acting.



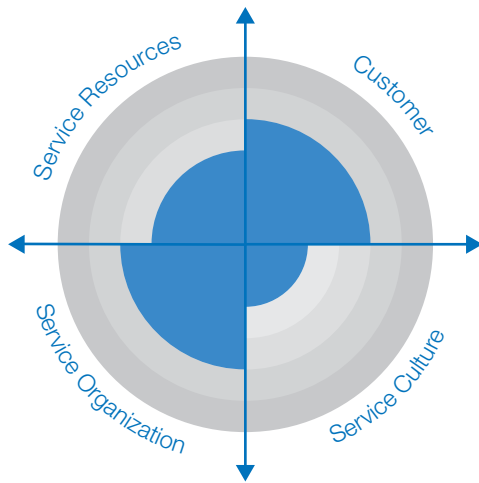
# Successful digital service transformation in just a few steps

## Assessment



### 1) Initiation of the project:

- Definition of the project scope and selection of service units and relevant processes
- Identification of strategic goals



### 2) Status Quo Analysis:

- Extensive process inspection with consideration of your IT systems and data
- Conducting interviews with service employees

**Result:** Assessment of the service maturity level

**Duration:** 1 Week

## Roadmapping

**Focus**

- Paperless service provision and documentation
- Professionalization of remote maintenance
- Data-driven customer insights

**Connectivity**

Employees, resources and IT systems communicate digitally

**Visibility**

Digital shadow of all relevant processes and resources

**Actions**

- Serv. Org (Blue)
- Customer (Green)
- Resources (Orange)
- Culture (Light Green)

**3) Roadmap Development:**

- Derivation of detailed measures
- Transfer of the measures into an individual roadmap for the further development of the service organization

**Result:** Concrete roadmap for the further development of your service organization

**Duration:** 2 Weeks

## Project Definition & Implementation

**4) Implementation:**

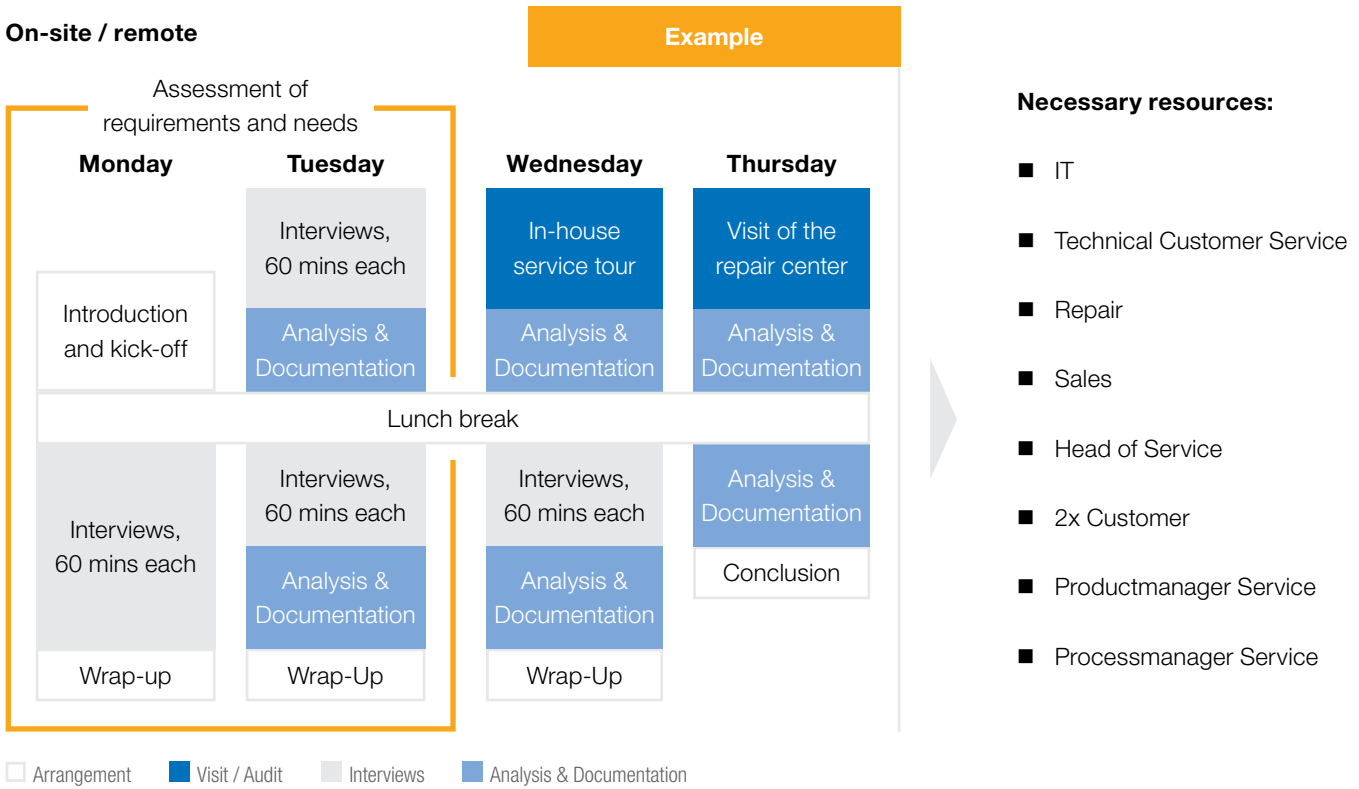
- Transfer of the roadmap into concrete projects for the implementation of the measures
- Implementation of the measures for a successful service transformation

**Result:** Successfully implemented projects to increase the service maturity level of your service organization

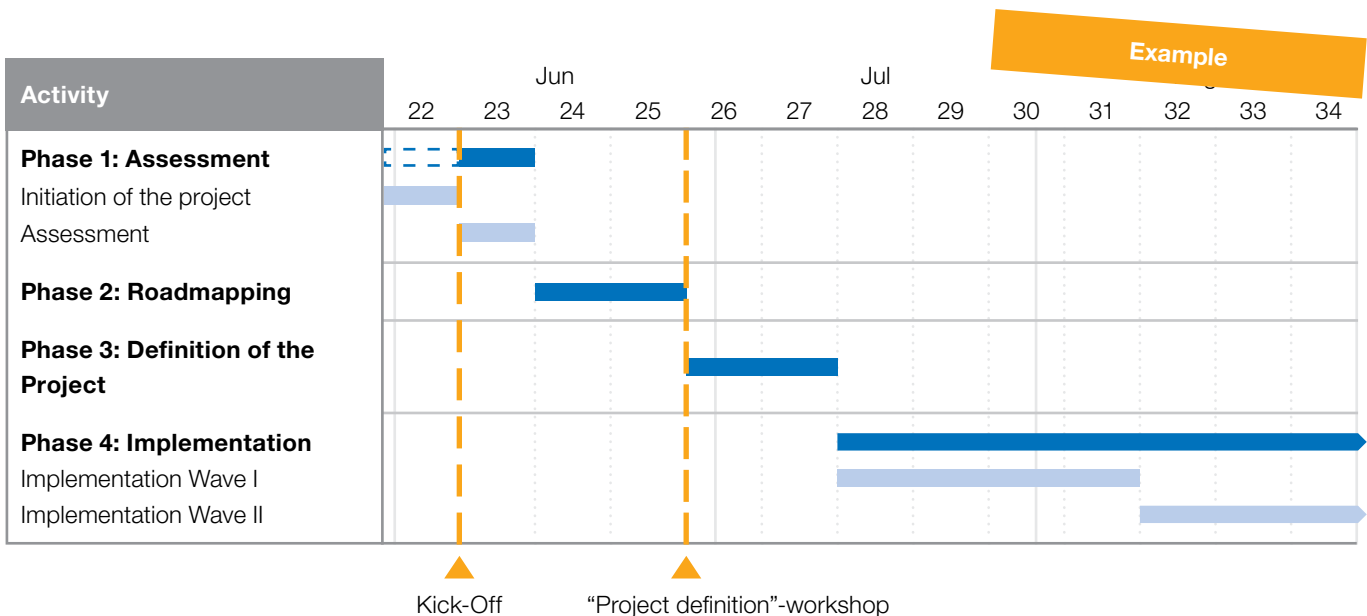
**Duration:** tbd.

On the basis of a comprehensive maturity assessment, specific measures for the sustainable development of your service organization are identified and prioritized in a concrete roadmap.

# Procedure: Detailed resource and schedule for the assessment



Knowing within the shortest time, with which measures the service transformation can be successfully implemented: Thanks to the proven and standardized procedure, we determine the service maturity level of your organization in just 3 weeks. The transfer of the action measures into a roadmap aligned with your strategic goals enables a target-oriented implementation and rapid success.



Prepare your service business for the future by determining the service maturity level & having a specific catalogue of measures including a roadmap developed.

		Service Check	Service Assessment	Service Growth Project
		free	Prices on request	Prices on request
<b>Analysis of the current situation</b>	Comprehensive as-is analysis of the service maturity level through discrete question study	10 questions	200 questions	200 questions
	Professional (personal) execution of the actual analysis	Online	1 week on site	Several weeks
	Accompaniment of the as-is analysis by service experts	Self-Check	2 Consultants	2+ Consultants
<b>Target measures</b>	Preparation and follow-up of the as-is analysis in the standardized assessment tool		2 weeks	Several weeks
	Derivation of a comprehensive, individual service roadmap		✓	✓
	Preparation and presentation of the results including a specific catalogue of measures for increasing efficiency & dig. transformation in service		✓	✓
<b>Implementation of the measures</b>	Detailed implementation planning of selected measures			✓
	Content management, project management & controlling during the implementation of the measures			✓
	Long-term success monitoring of the implemented measures in service			✓
<b>Extra</b>	Implementation of the actual / target / implementation for several (international) service hubs		On request	On request

# Our network of experts



## **Center Smart Services**

The Center Smart Services develops marketable data-based services together with its members. The offering addresses companies from the mechanical and plant engineering and manufacturing industries that want to tap into new business areas with smart services or use modern methods of data analysis (e.g. machine learning) to put their data to good use. The Center's services include the development and application of methods for designing digital business models, advanced training offerings and industrial services for the introduction of digital business models in companies.

[www.center-smart-services.com](http://www.center-smart-services.com)



## **FIR e. V. at RWTH Aachen University**

FIR e. V. at RWTH Aachen University was founded in 1953 and has 130 employees, including 55 scientists. The aim is to create a bridge between science and industry in industrial management. Every year, FIR carries out 40 publicly funded projects as well as 60 projects with industrial customers. The competencies are in service management, information management, the field of business transformation and in production management.

[www.fir.rwth-aachen.de/en/](http://www.fir.rwth-aachen.de/en/)



## **GMS Development**

GMS Development stands for powerful and innovative field service applications. Some of the world's best-known companies rely on GMS Development solutions to provide excellent service to their customers. With more than 30 years of expertise in the service business and tried and tested tools, we plan and implement demanding projects.

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**Sources**

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