

# IT & CE2E

## IT and Customer End-To-End

### A Brief Overview



# IT & CE2E

**CE2E begins and ends with customers!**

**CE2E is a process of delivering an outcome  
.... an outcome which is sought and  
desired, needed and/or wanted, by a  
customer.**



# IT & CE2E

## Full

**CE2E begins and ends with the final customer i.e. the end user of a service.**

**Full CE2E is a process of delivering an outcome .... an outcome which is sought and desired, needed and/or wanted by that end customer.**



# IT & CE2E

The next page depicts an overview of the full CE2E.

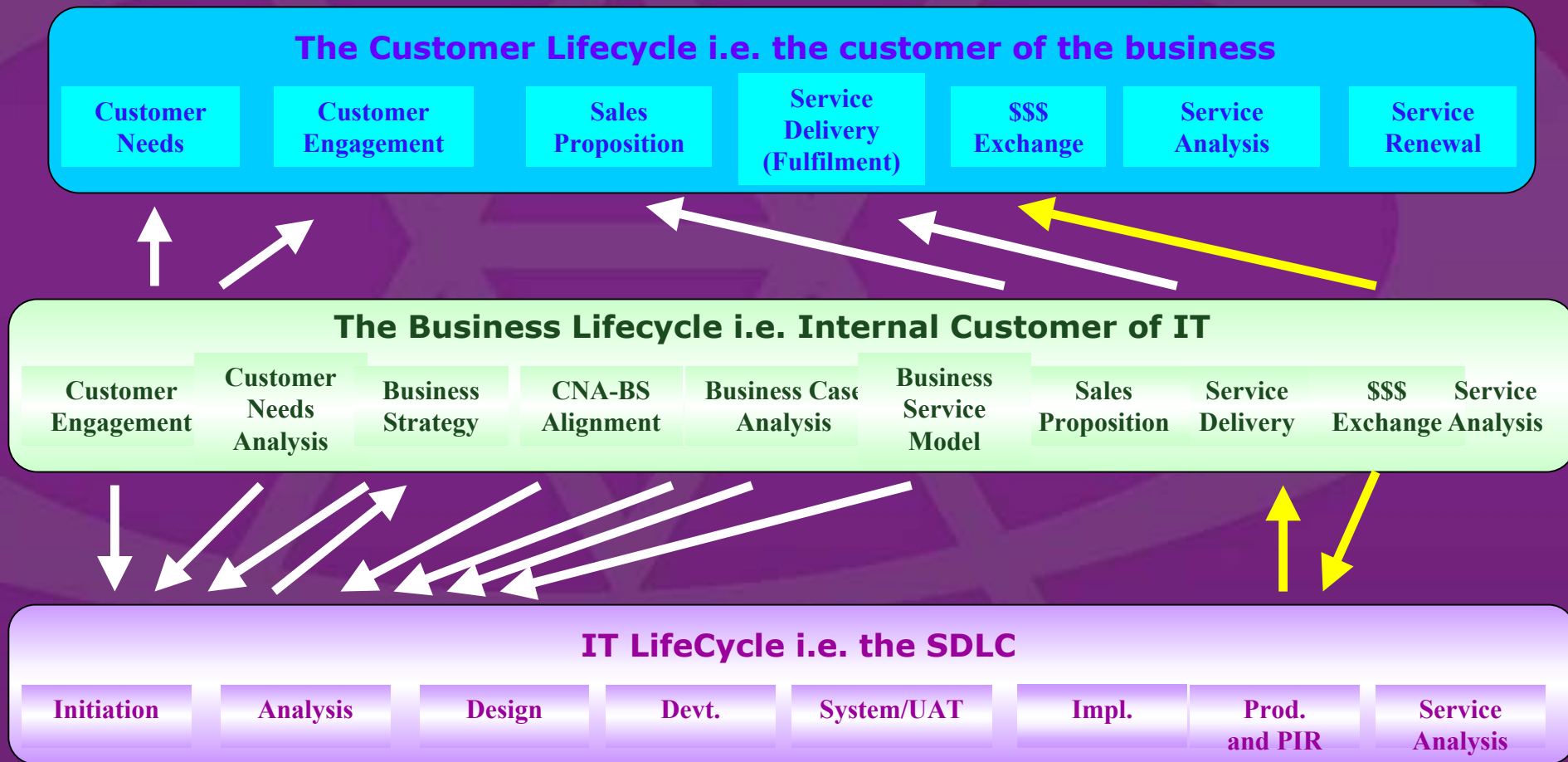
Subsequent pages depict how the Full CE2E is created.

Agility, i.e. listening, and creatively responding to, customer needs in order to get happier customers, is created by the nature of interactions between parties, not the number!



# IT & CE2E

This is the Full CE2E – the arrows indicate interactions and relationships – white iterative and agile, yellow transactional.



# IT & CE2E

The next pages explain how the Full CE2E is formed.

**Customers have needs that they want satisfied.  
Meeting customer needs “cost-effectively”  
generates profit and is the core of business.**

**Understanding Customer needs and wants is  
the first step in business.**

**Mapping those needs against the business  
strategy and plan adduces the decision as  
to whether “this” business should try to  
meet “that” need.**



# IT & CE2E

Having understood the customer's need, the business decides if that need aligns with its business strategy, service set and capability. If so, the business then plans its service delivery to meet the need.

**With respect to I.T., business service delivery translates into an I.T. service designed to :**

- 1. Meet the business requirement; and**
- 2. Fulfil the customer's need.**

**Fulfilling customer needs and wants, through a service delivered by the business, is the fulfilment step in business.**



# IT & CE2E

**The following is an overview of the complete CE2E involving Customers, Service Providers and IT individually and shows how the picture is built up by parts.**



# IT & CE2E

**This slide depicts the Customer Lifecycle**

**The Customer Lifecycle i.e. the customer of the business**

**Customer  
Needs**

**Customer  
Engagement**

**Sales  
Proposition**

**Service  
Delivery**

**\$\$\$  
Exchange**

**Service  
Analysis**

**Customer  
Renewal**



# IT & CE2E

This depicts the Customer Lifecycle and the Business Lifecycle plus relationships and interactions.

## The Customer Lifecycle i.e. the customer of the business

Customer Needs

Customer Engagement

Sales Proposition

Service Delivery

\$\$\$ Exchange

Service Analysis

Service Renewal

## The Business Lifecycle i.e. Internal Customer of IT

Customer Engagement

Customer Needs Analysis

Business Strategy

CNA-BS Alignment

Business Case Analysis

Business Service Model

Sales Proposition

Service Delivery

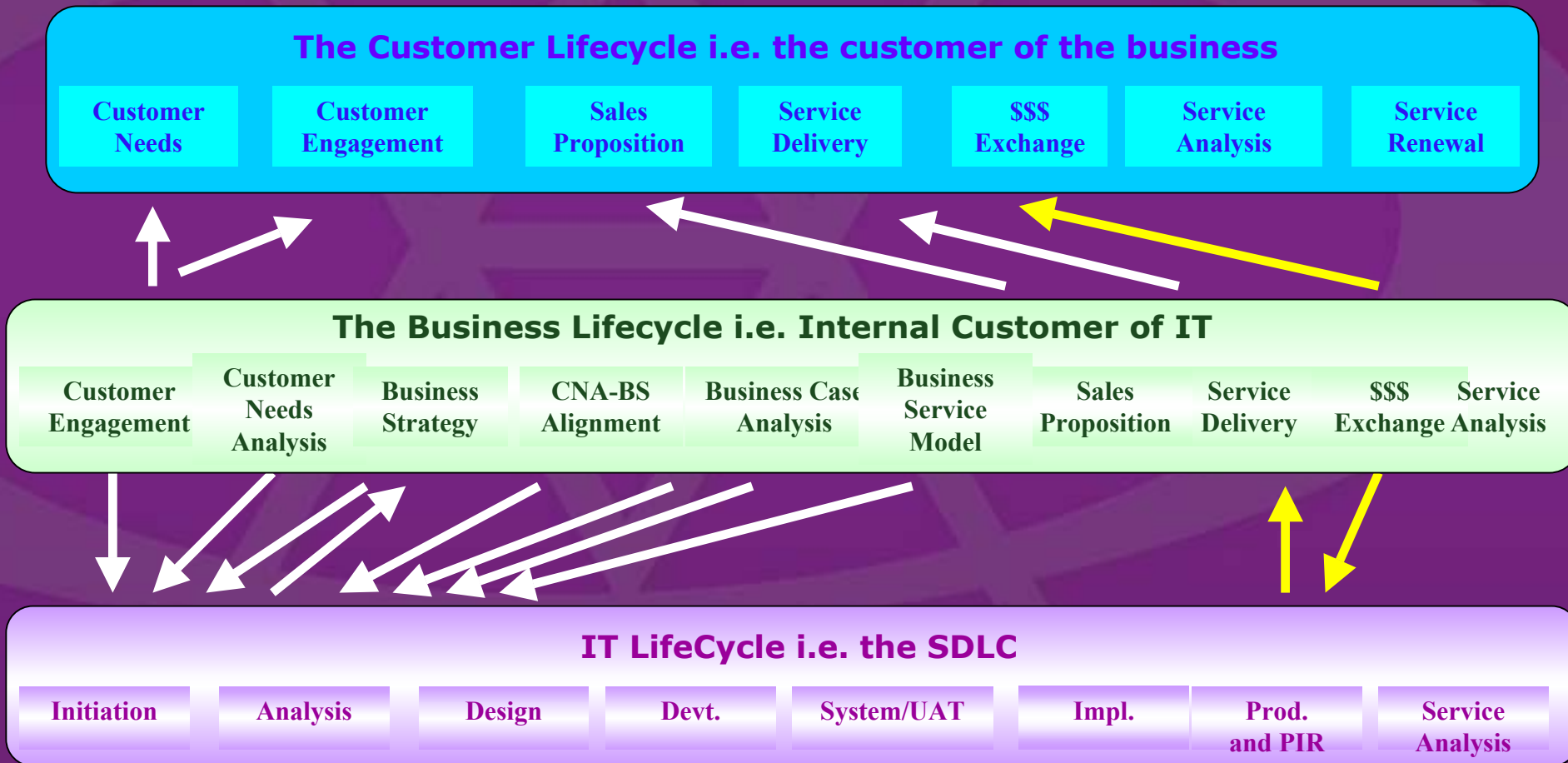
\$\$\$ Exchange

Service Analysis



# IT & CE2E

This is the Full CE2E depicting the role of IT and the IT Lifecycle i.e. The Software Development LifeCycle - an IT process called the SDLC with the addition of "Service Analysis" – the arrows indicate interactions and relationships.



# IT & CE2E

## In summary .....

..... satisfying customer needs is a process of understanding how all players commit to one another and fulfil interdependencies with the goal of ultimate customer satisfaction as the “Main Game”.

**For more information on programs and process relating to change, please email [leigh@kinematic.com.au](mailto:leigh@kinematic.com.au)  
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