

**ISG** Provider Lens™

# ISG Star of Excellence™

Product Brochure

ISG STAR OF EXCELLENCE™ BROCHURE | MAY 2022 | GLOBAL



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The ISG Star of Excellence™ (SOE) Program recognizes **exceptional client service** experience.

These results serve as a **benchmark** for **measuring** client centricity in our industry.

ISG Star of Excellence™ is **based on direct feedback** from enterprise clients.



Periodic publication of CX insights

Input to ISG Provider Lens (IPL)

Annual ISG Star of Excellence Awards

Input to ISG sourcing advisors as part of the Candidate Provider Qualification (CPQ) process to assist in longlisting

Unfiltered enterprise customer feedback



ISG collects client experience information from a public link. Providers can also nominate clients to participate in the ISG Star of Excellence™ program through a dedicated microsite. Everyone nominated through the microsite received a unique URL via email to verify the identity of the nominee.

**Survey period:** The ISG Star of Excellence™ survey is open throughout the year. Once in the year, information collected till date is separated to recognize providers that stand out in different categories.

**Eligibility criteria:** Providers need to have a good balance of responses from both nominated clients as well as those through the public link to be eligible for Star of Excellence awards.

The results of the ISG Star of Excellence™ are aggregated to form a peer group against which the results of the individual providers can be compared. Qualitative analysis of the open-ended feedback are integrated with quantitative results to derive key insights for individual providers, technologies and geographies.



**Analysis of results:** Providers' scores are calculated by taking an average of every relevant score.

- ISG Star of Excellence™ Score =  $\sum$  (Average score of provider for each of the six categories \* weighted category importance score for the category);

- **Net Promoter Score (NPS) analysis:**

The NPS question asks participants are asked how likely they are to recommend a provider to a friend or colleague on a 0 to 10 point scale. Based on the response, participants are categorized into Promoters (scores of 9 or 10), Passives (scores of 7 to 8), or Detractors (scores of 0 to 6). The NPS score is calculated by subtracting the percentage of Detractors from the percentage of Promoters.



## ISG Star of Excellence Awards



Overall



Regional



Technology

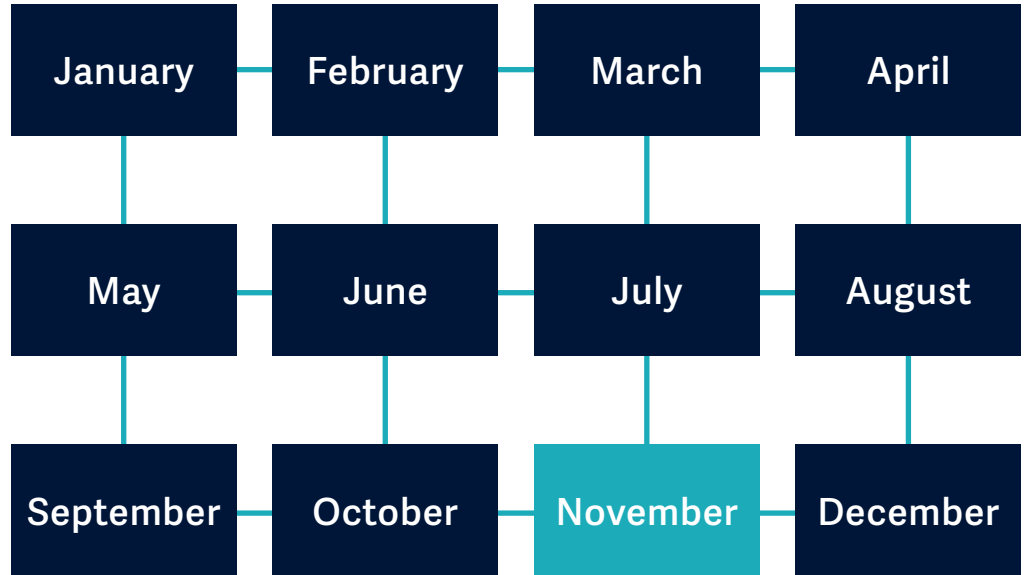


Industry



Emerging  
Tech

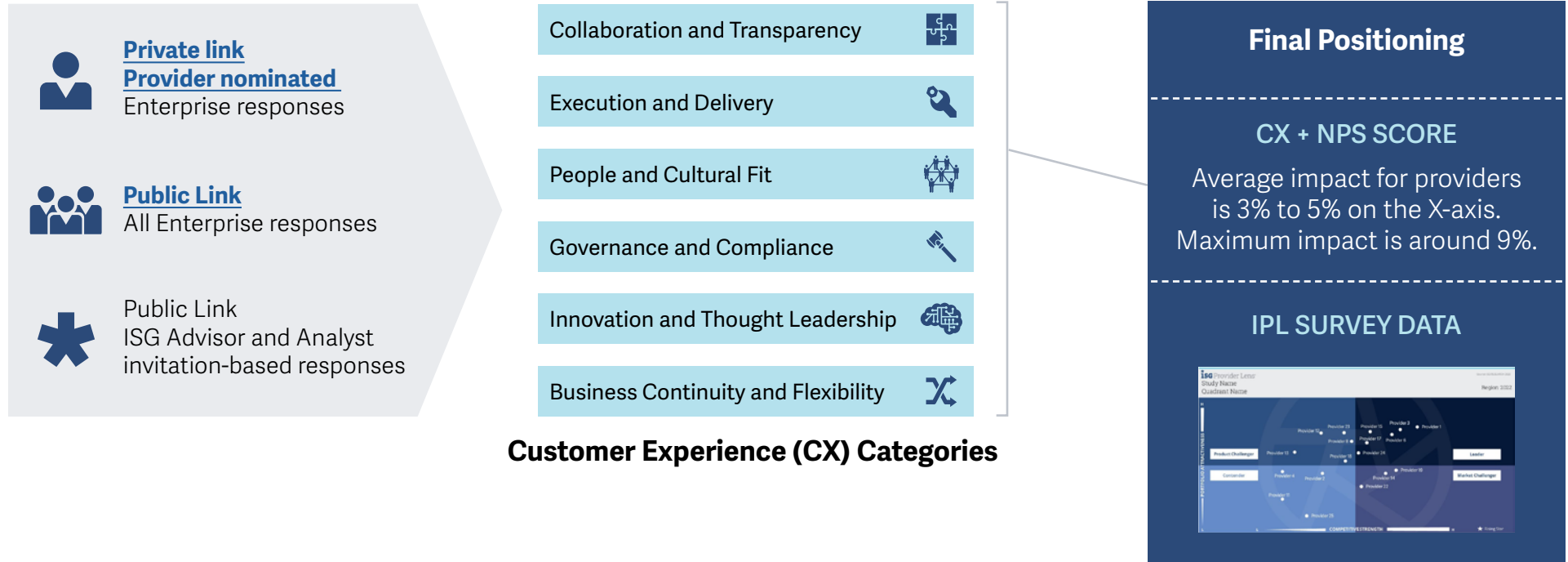
## Star of Excellence Survey is 365 days a year



Once a year, in November, all responses received will be separated from the survey for the awards ceremony.



How enterprise CX information influence provider positioning in ISG Provider Lens.



## Enterprises

- **Opportunity to provide feedback about and recommend your vendors or service providers based on your experience**
- **Highlight service provider/vendor partners for their customer experience initiatives and potential improvement areas**
- **Complimentary copy of the most relevant IPL report, which includes trends, recommendations and vendors/providers comparison across different quadrants; each report consists of a minimum of four quadrants**
- **An option to subscribe to ISG research content specifically catered to enterprise clients**
- **Access to content specific to your industry, market, region and service provider/vendor partner**

## Advisors

- **Direct customer feedback on selected providers for completed/ ongoing sourcing projects**
- **Insights that help in providing unbiased recommendations based on provider performance across diversity of clients across industries, regions and technologies**
- **Customer satisfaction information for key providers by region, shoring-mix, technology capabilities and industry knowledge skills (individual process knowledge)**
- **More confidence in the CPQ, where CX and recommendation scores will be explicitly reported**

## Providers

- **Opportunity to showcase outstanding services and client relationships across each market**
- **Opportunity to educate the market and ISG about your efforts towards better customer experience and leverage favorable results to further improve client relations**
- **A benchmark report for SOE award winners highlighting their differentiation in CX scores versus the industry average**
- **Opportunity to influence IPL positioning and ISG sourcing advisory by informing about your strong CX initiatives**
- **Deep-dive workshops with ISG analysts to highlight actionable insights with detailed CX data analysis**





- **Providers can nominate clients either during the participation in the IPL process or anytime during the year**
- **[Web link to the client nomination page](#) is now included as part of the IPL questionnaire**
- **Enterprises nominated by ISG advisors can participate through the web page to respond to the survey**
- **Providers can nominate their clients by filling in the details of the client representative(s), and ISG will send an invitation to the clients to respond to the survey, besides sending you an automated email as a confirmation**

**ISG** Advisory ▾ Industries ▾ Platforms ▾ Research & Insights ▾ Events ▾ Providers ▾

[Participate \(for Enterprises\)](#) [Nominate \(for Providers\)](#) [Star of Excellence](#) | [Methodology](#) | [FAQs](#)

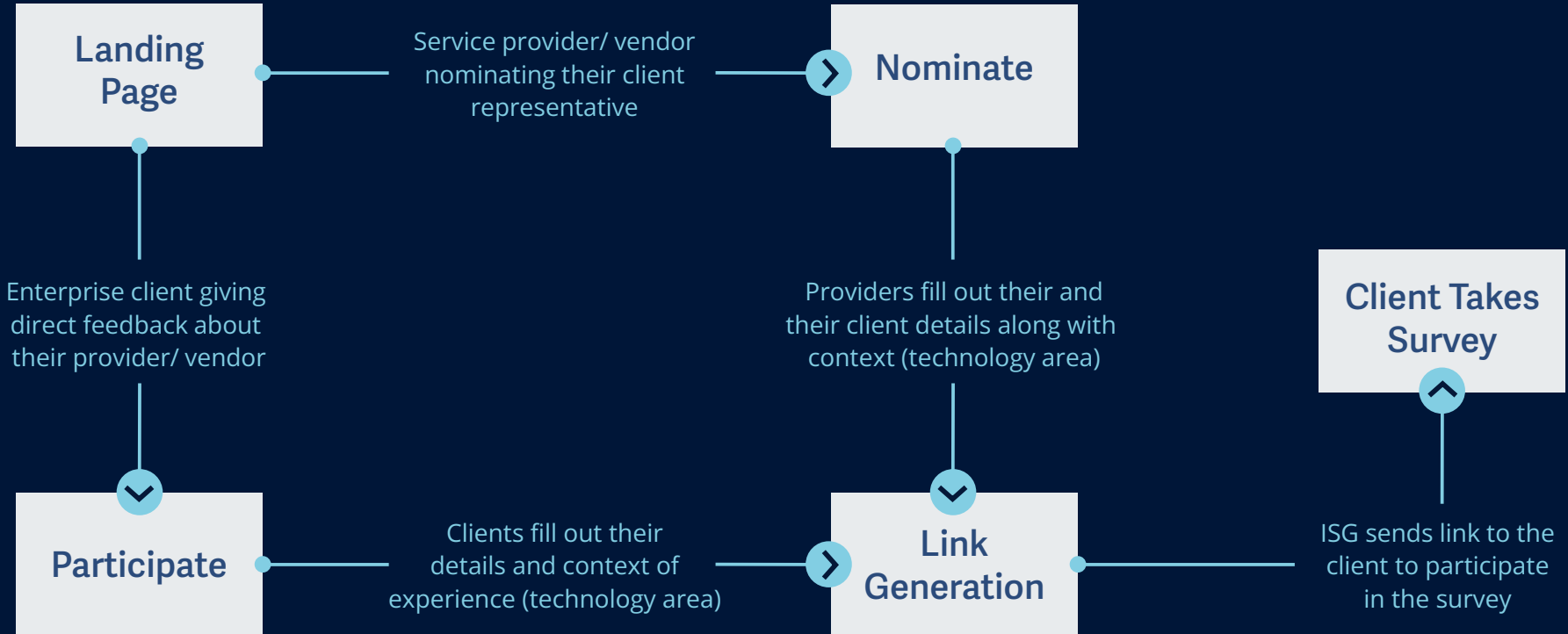
# ISG Star of Excellence™ - Nominate

The opportunity for customer nomination is available 365 days a year and should be taken up continuously by providers to influence the position in the IPL quadrant and provide ISG consultants in the sourcing business with Voice of the Customer data. Prior to the start of the fourth quarter, ISG Research separates CX data collected over the year to provide awards for outstanding customer experience on an annual basis.

We encourage all providers to nominate their clients to participate in the ISG Star of Excellence™ program. The 2021 program has changed in two significant dimensions:

1. Providers will be asked to nominate clients specific to one or more of the services that are associated with the ISG Provider Lens™ (IPL) set of studies respectively the ISG Global Research Agenda. This will now become part of the IPL research process and results will be factored into the overall quadrant positioning of providers.





## Survey Questionnaire

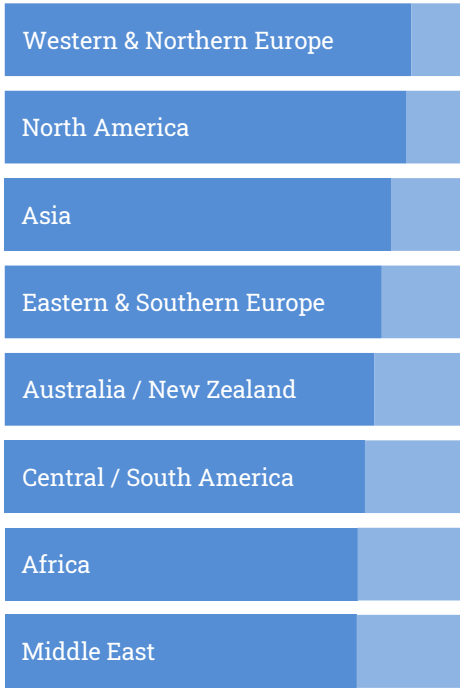
1. Choose the role that best represents your position.
2. How many employees does your company have?
3. In which regions does your business conduct business?
4. What are your company's annual revenues? (optional)
5. Please select your company's primary industry segment.
6. Which country or region is your business headquartered in?
7. Which of the following best describes your primary role in the management of Service Delivery from [PROVIDER]?
8. [PROVIDER] has nominated you to rate the following service [CONTEXT]. Please continue by clicking the forward button or select additional services.
9. Please provide an estimate of the portion of the work performed by [PROVIDER] which is performed in each of the following locations.
10. Please select which "Service" [PROVIDER] is performing for you.
11. Of the services that [PROVIDER] provides, please rate the following categories of service delivery from most important, to least important.
12. How successful has [PROVIDER] been at the following components of service delivery & execution?
13. How successful has [PROVIDER] been at the following components of collaboration and transparency?
14. How successful has [PROVIDER] been at the following components of governance and compliance?
15. How successful has [PROVIDER] been at the following components of innovation & thought leadership?
16. How successful has [PROVIDER] been at the following components of people & cultural fit?
17. How successful has [PROVIDER] been at the following components of business continuity and flexibility?
18. On a scale from 0-10, how likely are you to recommend [PROVIDER] to another business or colleague?

**Thank you very much for your participation. Please click "Next" below to finish your responses and receive your complimentary ISG Provider Lens reports.**



## Analysis Categories

### Responses by Region



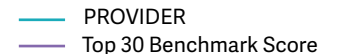
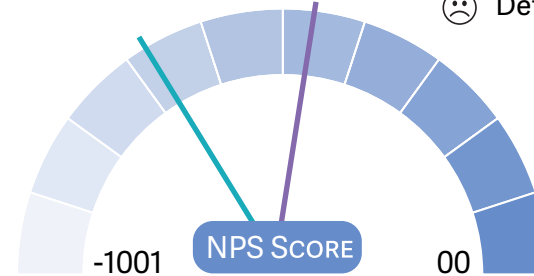
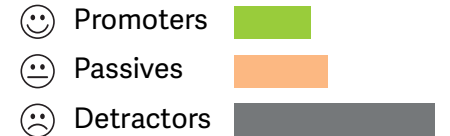
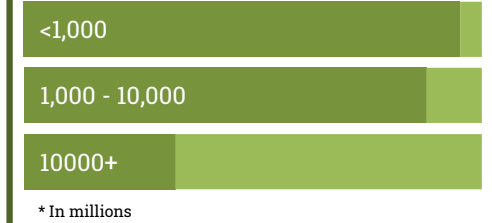
### Responses by Industry



### Responses by Roles



### Responses by Revenue\*



### Recognition

**Digital Badge** for the winners of ISG's Star of Excellence Awards

- Banner to all media, proposals and sales material usage for an unlimited period, includes **Press Release** rights

**Physical Trophy** + photo meeting - select an ISG office (preferably in Stamford or Guildford) or an ISG board member (based on availability)

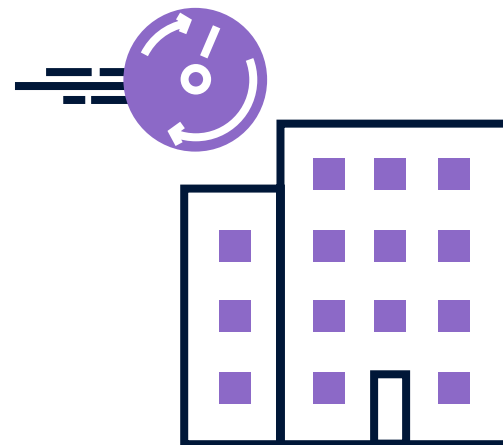
**(Social) Media Publication –**

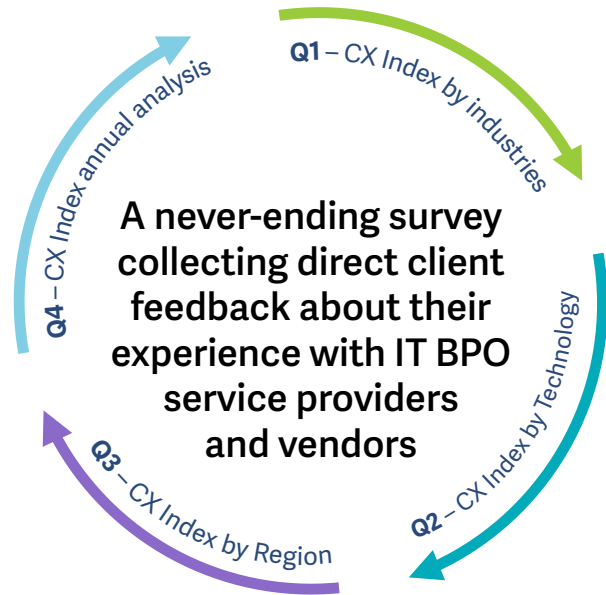
- ISG-sourced LinkedIn and Twitter post to highlight the achievement that will be delivered by ISG leadership
- Analyst review- ISG analyst publication on LinkedIn and ISG's internal platform (Onex)
- Award including photo opportunity for provider usage; ISG to showcase winners during ISG events
- ISG product integration: ISG plans to include SOE-related data and achievements inside The ISG Insider and ISG Index, where ISG already features providers
- ISG internal announcement to all ISG advisors, includes a testimonial, written by ISG, as to why a provider won; provider can distribute at will

### Insights

**Benchmarking report:** comparing provider scores to industry peers

**Survey findings presentation:** virtual explanation of results and additional findings, delivered by one of ISG's Lead Analysts





## Technology CX Insights per Recurring Index

What defines CX for IT and business services and solutions?

How does CX differ for difference industries, regions and technologies?

How do roles (e.g. LoB vs IT) differ compared to their experience with providers?





The authoritative source for market intelligence on  
the global IT and business services industry

## ISG Index Sources

Contract Activity

360-degree  
Pricing View

Mergers and  
Acquisitions

Key Operational  
Levers

CX Drivers

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**How many clients can I nominate?**

As many as possible. There is no cap on minimum and maximum number of clients to be nominated. More nominations can help you be eligible for the Star of Excellence Awards.

**When can I nominate?**

Any time of the year, independent from an IPL study cycle. Nominating relevant customers during the IPL study cycle increases the chances of positively influencing the positioning of the current year's study.

**What is the validity/duration of a client feedback received in one year?**

ISG will consider the CX feedback received from one client for at least three years for IPL and CPQ. For the Star of Excellence Awards, feedback received only in the respective year will be considered.

**How many client responses do we need?**

Every voice counts and will be used to influence the IPL position and to persuade sourcing advisors. The more known customers are nominated, the better. At least 30 responses are required for the awards.

**Does ISG require official reference clients?**

No, because ISG keeps the names of the customers secret; only referrals are required.

**Who can participate in the provider evaluation?**

Any individual within an enterprise who has experience working with a provider can provide an evaluation. The ideal stakeholder is the champion or key sponsor of the relationship and/or project such as business unit leaders, IT directors or CIO / CTOs.

**Can an enterprise authorize the provider to take the survey?**

No, we do not allow any evaluations from providers, even when authorized by the enterprise. Only enterprises can take the survey.

**How does the provider get to know about survey completion of nominated clients?**

ISG will send regular updates for providers about their nominated enterprises' survey completion rate. There will also be status updates to notify providers who have qualified for the Star of Excellence Award.

**What is the frequency of Star of Excellence awards?**

Star of Excellence is awarded annually to the service providers across various categories.

**Will ISG send follow up reminders to nominees?**

No, we will provide regular status updates to providers for the enterprises they have nominated. It will, then, be up to the provider to work with the enterprises to have them complete the evaluation.





**What is the data collection and management protocol?**

Information and data collected through program will be subject to the following guidelines;

- All data received from the providers and the survey respondents will be treated as confidential
- All information that is published will be in aggregate format only
- ISG will not divulge any specific information either about the enterprise, provider or the survey respondents
- All data will be archived within ISG

ISG may;

- Socialize aggregated results within ISG for benefit of the marketplace
- Leverage the information to support procurement decisions
- Establish industry level satisfaction benchmarks

**From an enterprise perspective, what is the process to participate?**

Enterprises can either participate directly or get nominated by a service provider. Enterprises can give feedback for providers of their choice directly through "Participate" section of Star of Excellence microsite. Alternatively, an enterprise can get nominated by a service provider to give feedback. On nomination, the enterprise will receive invitation with a link to participate in the Star of Excellence survey. Enterprises can give feedback to evaluate multiple providers within their ecosystem.

All the enterprises will be notified about the winner of the Star of Excellence Award.

**What if the responding enterprise wishes to remain anonymous?**

Enterprises names will not be referenced. There is no intention of using enterprise names for any reports, assessment or internal publication. The enterprise has an option to enter to provide their name and email address at the end of the survey. This is only to validate the responses received for Star of Excellence.

**What if there is a tie for the top award?**

In an unlikely event of a tie, ISG will compare the final scores up to two decimal points. In the highly unlikely event, there remains a tie at the second decimal point, the winner will be the provider with the most responses for the specific category.

**Can a provider submit multiple projects delivered for a single enterprise if they were all delivered to different stakeholders?**

Yes, different stakeholders can submit their responses for the respective services delivered by the provider.

For any questions, please reach out to: [ISG.Star@isg-one.com](mailto:ISG.Star@isg-one.com)





*Star Of Excellence Product Owner*

**Heiko Henkes**  
**Director & Principal Analyst,**  
**Global IPL Content Lead**

Heiko Henkes is a Director and Principal Analyst at ISG; in his role as Global ISG Provider Lens™ (IPL) Content Lead and Program Manager, he is responsible for strategic business management and acts as thought leader for IPL Lead Analysts. In his role as Star of Excellence™ (SOE) Product Owner, he leads the program design and IPL integration. His core competencies are in the areas of defining derivations for all types of companies within their IT-based business model transformation.

Within this context, Mr. Henkes supports companies to undergo continuous transformation, combining IT competencies with sustainable business strategies and change management. He acts as Keynote speaker in the context of digital innovation.



2022 Star of Excellence program collects enterprise CX information about providers for each of the service line covered in the ISG Provider Lens studies

### Technology and Business Process services and Solutions\*

- Analytics and Big Data
- App Dev and Maintenance
- Cloud Computing
- Contact Center
- Engineering Services
- Enterprise Service Management
- Finance and Accounting
- Future Workplace
- Mainframes
- Marketing Technologies
- Network
- Payroll
- Talent Management/HR Tech
- BPO Procurement

### ISV Vendor Ecosystem services

- Amazon Web Services (AWS)
- Google
- Microsoft
- Salesforce
- SAP
- ServiceNow
- Oracle
- Workday

### Emerging Tech\*

- Intelligent Automation & AI
- Digital Transformation (e.g., Blockchain/Sustainability)
- IoT and Edge Computing
- Container (Cloud Native)
- Cyber Security
- Software Defined Networking

### Industry-specific services\*

- Banking Services
- Consumer Packaged Goods
- Healthcare
- Insurance
- Life Sciences
- Manufacturing
- Retail
- Travel/Hospitality and Transportation
- Utilities/Energy

*\*Some studies focus not only on IT service providers but also on ISVs/vendors*





### \*ISG Provider Lens™

ISG Star of Excellence is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.” This program is designed by ISG to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity. The global survey is all about services that are associated with the ISG Provider Lens™ (IPL) set of studies.

For more information about ISG Star of Excellence, please email [ISGStar@isg-one.com](mailto:ISGStar@isg-one.com), or visit [this page](#).

### \*ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research delivers guidance that helps businesses accelerate growth and create more value.

For more information about ISG Research subscriptions, please email [contact@isg-one.com](mailto:contact@isg-one.com), call +1.203.454.3900, or visit [www.research.isg-one.com](http://www.research.isg-one.com).

### \*ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world’s top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry’s most comprehensive marketplace data. For more information, visit [www.isg-one.com](http://www.isg-one.com).





**MAY, 2022**

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