



MAASS INNOVATIONS

Sometimes a pragmatic approach is the simplest and the shortest to direct results. Regardless if your customers are external or internal, their satisfaction depends on your understanding of their needs and your setting of their expectations. Maass Innovations is uniquely positioned to address the challenges facing today's Services organisations.

Are you considering transitioning from a product-led to a solutions-led engagement?

Establishing an in-house Services team, or extending your reach through third-parties?

Struggling with KPI's, team alignment, standards?

With expertise in these areas, I can help:

CUSTOMER SATISFACTION/ADVOCACY
SERVICE LEVEL AGREEMENTS (SLAs)
AVAILABILITY (RAS)

PROCESS IMPROVEMENT
ESCALATION/CRISIS MANAGEMENT
SERVICEABILITY (RAS)



With experiences spanning a large multi-national and SMB manufacturing organisations, Beric Maass has acquired the skills needed by today's organisations: beyond technical skills spanning a variety of current operating systems and technologies, he brings a passion for innovation, profitability and excellence. Having learned that you can't improve what you can't measure, he has become adept at distilling business intelligence for communications, to engage and drive alignment. As the Single Point of Contact for all matters *Customer Satisfaction* related, he has seen first hand the effects of improperly set expectations, misunderstood SLAs and inadequate recovery processes.

During his 25+ year career in technology, Beric has been engaged in almost every imaginable customer-facing support role from Field Service to managing a \$25M service Region for Sun Microsystems. He has re-engineered and restructured; managed his teams through turn-arounds and start-up situations; provided leadership across geographical boundaries to specialists in Technical, Implementation, Account Management and Operational fields. His project leadership expertise extends from Continuous Improvement (the JD Power "Excellence in Service" certification at Sun) to Product Development (Symbolicware's SymBot™ Platform at Tri-M Technologies).