



## MAASS INNOVATIONS

Sometimes the pragmatic approach is the simplest and the shortest to direct results. Whether your customers are external or internal, their satisfaction depends on your understanding of their needs and your setting of their expectations. And what of your team: are *they* aligned? Are your results what you *expected*? Have you *asked* the right questions?

With expertise in these areas, I can help:

CUSTOMER SATISFACTION/ADVOCACY  
SERVICE LEVEL AGREEMENTS (SLAs)

PROCESS IMPROVEMENT  
ESCALATION/CRISIS MANAGEMENT



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Leading at Sun in the post dot-com era, 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. Learning 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.

Having enjoyed a near 20-year career at Sun Microsystems, Beric was engaged in almost every imaginable support role, from field service to software phone support, to fly-and-fix, culminating in management of a \$25M service Region. He managed a team of 24 direct and partnered staff across three time zones, servicing a mix of development, enterprise and government customers. He has participated in and led numerous projects resulting in process improvements and cost savings; his most recent success coming from a prestigious JD Power "Excellence in Service" certification after assembling a cross-departmental team of two dozen Subject Matter Experts.