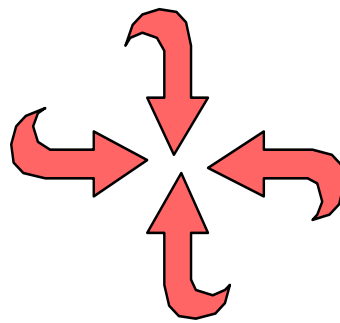


How to Establish Service Level Agreements



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ABOUT THE AUTHOR

I've always been fascinated by human behavior. Drawing from my B.A. and M.A. in psychology, and extensive experience in technical and management positions, I've presented [seminars](#) and [keynotes](#) to **more than 100,000 people** internationally.

My training, consulting, presentations, and writings have helped organizations and groups improve customer satisfaction, improve provider/customer relationships, strengthen teamwork, and manage change.

I'm the author of [Managing Expectations: Working With People Who Want More, Better, Faster, Sooner, NOW!](#), a book which offers a serious, light-hearted look (yes, *both!*) at expectations in the workplace and how to manage them better. My book, [Communication Gaps and How to Close Them](#), describes how to use communication as a tool to build relationships, strengthen teamwork, manage change, deliver superior service, and deal with everyday misunderstandings.

My newsletter, [PERCEPTIONS & REALITIES](#), offers ideas and advice on how to deliver superior service and build win-win relationships. Readers have described the newsletter as lively, informative, and a breath of fresh air. I've also published more than 300 articles in business and trade publications and websites. I'm a member of the National Speakers Association, and for three years was editor of NSA's newsletter for international speakers.

My eBooks include:

- ♦ [How to Establish Service Level Agreements](#)
- ♦ [Why SLAs Fail and How to Make Yours Succeed](#)
- ♦ [How to Critique and Strengthen Your SLAs](#)
- ♦ [An SLA Template and How to Use It](#)
- ♦ [How to Survive, Excel and Advance as an Introvert](#)
- ♦ [Changing How You Communicate During Change](#)
- ♦ [40 Frequent Feedback-Gathering Flaws and How to Fix Them](#)
- ♦ [How to Profit \(Quickly!\) by Writing a Handbook](#)

My website (www.nkarten.com) is regularly updated with articles on such topics as managing expectations, improving customer satisfaction, strengthening teamwork, managing change, and gathering customer feedback. I invite you to take a look.

I'm an avid downhill skier who has taken numerous trips to the Rockies and the Alps. My husband and I enjoy helping friends and colleagues plan ski trips to faraway places.

OBJECTIVES OF THIS BOOK

A service level agreement (SLA) is an excellent mechanism for creating a common understanding between a service provider and its customers about services and service delivery. It is a communication tool that helps to manage expectations, clarify responsibilities, and provide an objective basis for assessing service effectiveness.

However, establishing a successful service level agreement can be a complex undertaking, and it is not the solution to *every* problem. If established in the wrong way or for the wrong reasons, it can create bigger problems than those it is trying to solve.

This book will help you understand SLAs and prepare you to create your own SLA by:

- Discussing what an SLA is – and what it is not
- Describing what makes a service level agreement (SLA) work – or fail to work
- Explaining how a service level agreement can help to improve communications, manage expectations, and build the foundation for a win-win relationship
- Outlining the key elements of an SLA and their functions
- Providing detailed guidelines for planning, developing and managing an SLA
- Enabling you to critique an existing SLA or one that is under development

CHAPTER 9:

SERVICES AND RESOURCES BY NAOMI KARTEN

Chapter Overview:

This chapter describes my services and resources and how to obtain additional information about any that are of interest.

SLA Services and Resources

Books, Handbooks and Guides

- **Handbook: *How to Establish Service Level Agreements*:** This eBook provides detailed information on the elements of an SLA and their functions, the process of creating an SLA, and recommendations for avoiding the flaws and failures that many organizations experience. Includes numerous examples and two SLAs for evaluation purposes. www.nkarten.com/book2.html
- **Guide: *Why SLAs Fail and How to Make Yours Succeed*:** An eBook that describes key reasons SLAs fail, and what to do to avoid these situations and improve the odds of success. www.nkarten.com/book2.html
- **Guide: *An SLA Template and How to Use It*:** An eBook that presents an SLA template and offers guidelines, recommendations and examples for how to turn the template into a completed SLA. www.nkarten.com/book2.html
- **Guide: *How to Critique and Strengthen Your SLAs*:** An eBook that describes and explains evaluation criteria to use in assessing and enhancing your SLA documents. www.nkarten.com/book2.html
- **Book: *Communication Gaps and How to Close Them*:** A book featuring a chapter entitled “Service Level Agreements: A Powerful Communication Tool” www.nkarten.com/book2.html.

Articles

- Articles on SLAs and related topics: www.nkarten.com/indepth.html
- An SLA FAQ page: www.nkarten.com/slafaq.html
- Articles on SLAs from my newsletter, **PERCEPTIONS & REALITIES**, at: www.nkarten.com/SLAarticles.pdf. Numerous issues of this newsletter are posted at: www.nkarten.com/newslet.html.

SLA Training and Consulting Services

- An overview of my SLA services: www.nkarten.com/slaservices.html and a print version: www.nkarten.com/SLAservices.pdf
- A review of your draft or operational SLA with detailed feedback and recommendations by email. For details, contact me at naomi@nkarten.com.

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I work with organizations that want to improve customer satisfaction and with groups that want to work together more amicably. My services include seminars, presentations, consulting, and coaching. I have given seminars and presentations to *more than 100,000 people* in the US, Canada, and Europe, as well as Japan and Hong Kong. I've published several books, handbooks and guides, and more than 300 articles. Readers have described my newsletter, PERCEPTIONS & REALITIES, as lively, informative and a breath of fresh air. Prior to forming my business in 1984, I earned a B.A. and an M.A. in psychology and gained extensive corporate experience in technical and management positions.



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SEMINAR TOPICS

- Managing Customer Expectations
- Establishing Service Level Agreements
- Introducing, Managing and Coping with Change
- Introverts and Extroverts in the Workplace
- Consulting and Communication Skills

and more. Details: www.nkarten.com/sem2.html

PRESENTATION TOPICS

- Tales of Whoa and The Psychology of Customer Satisfaction
- Black Holes and the Art of Managing Customer Expectations
- Why SLAs Fail — and How to Make Yours Succeed
- 40 Frequent Feedback-Gathering Flaws and How to Fix Them
- Changing How You Communicate During Change

and more. Details: www.nkarten.com/pres2.html

BOOKS & OTHER WRITTEN RESOURCES

- PERCEPTIONS & REALITIES newsletter:
For your enjoyment: www.nkarten.com/newslet.html
- Managing Expectations: Working with People Who Want More, Better, Faster, Sooner, NOW!
- Communication Gaps and How to Close Them
- How to Establish Service Level Agreements
- 40 Frequent Feedback-Gathering Flaws and How to Fix Them
- How to Survive, Excel and Advance as an Introvert

and more. Details: www.nkarten.com/book2.html

SAMPLE CLIENTS

Wyeth
Teradyne
Hewlett-Packard
Farmers Insurance
Pioneer Hi-Bred International
Middlebury College
Zurich Insurance
Merrill Lynch
FAA
Forest Service
ING
SSM Healthcare
Convergys
Motorola
Guardian Life of the Caribbean

A LITTLE LIGHT READING

For a set of articles that will tickle your fancy, see:

www.nkarten.com/fancytickling.pdf

PLEASE . . .

get in touch to discuss how I can help you, or just to say hi. I'd enjoy hearing from you.

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