

CUSTOMER TECHNICAL SUPPORT

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|-------------------------------------|----------------------------------|
| Focus Area Session Chair | Mike Holmes, Lucent Technologies |
| Focus Area Champion: | David Walsh, Ascend |
| Focus Area Editor: | David Chan, Ascend |
| <u>Participants</u> | |

- [Definition](#)
- [Metrics](#)
- **Best Practices**
- **World Class Performance**
- **Best-in-Class Recognition**

Material from 1999 CQR:

I. DEFINITION

Customer Technical Support is: (record group consensus)

Customer technical support is the system for satisfactorily managing customer relationships, problem responsiveness, relief, restoration and resolution; and offering enhanced service delivery in addition to being the voice of the customer into the organization.

Components of a customer technical support system:

- Customer advocacy
- System that allows customers to use features/functions as intended
- Documentation
- Resource to facilitate quick exchange of solutions to end user
- Method to provide relief
- Pushing/pulling information/solutions
- RMA
- Relationships
- Well trained/Technically competent
- Plain/layman English
- Understandable communication
- Understanding customer issues
- Ability to have tech issue solved w/ 1 call
- Post sales source of problem resolution, Outage restoral, Help desk, network reliability and technical expertise that does all of the above
- Rapid response/accessibility to info 24x365

- Proactive – anticipatory – preventive – preemptive
- Voice of customer to engineering
- Reliability, serviceability, availability and usability
- Source of managing new product introduction / service readiness
- Consistent tracking of trouble shooting steps through the duration of the call
- Enhanced technical services
- Trainers to customer
- Drivers of Post mortems
- Trouble shooting/diagnostic techniques
- Continuously raised bar of expertise
- Customer management
 - Relationship handling/sensitivity
 - Internal/external accountability
 - Empathy
 - Ownership
 - Setting correct expectations
 - Courtesy
- Service to make customer happy
- Flexibility and dynamic to meet changing customer needs
- Problem management
 - Logging the problem
 - Problem determination
 - Problem isolation
 - Problem verification
 - Product engineering and management
- Onsite support
- Part logistics
- Business knowledgeable
- Empowerment

Customer Technical Support is not . . .(record group consensus)

- Not an infinite resource
- Not strictly a call center

II. METRICS (Time Permitting)

Customer Technical Support can be measured by . (record group consensus)

II. PARTICIPANTS

The working group participants consisted of the following industry professionals.

| NAME | TITLE | COMPANY | STATE/ COUNTRY |
|---------------------|-----------------------------------|------------------------------------|---------------------------------|
| Adams, Amber | Metrics Analyst | Nortel Networks | Texas, U.S.A. |
| Bonelli, Raymond | CQR/Conf. Arrangement Chair | Lucent Tech. | Illinois, U.S.A. |
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| Neeman, Susan (Sam) | Director Tech. Sup. | Cisco Systems, Inc. | California, U.S.A. |
| O'Reilly, Kathleen | Consumer Representative | Michigan Consumer Federation | District of Columbia, U.S.A. |
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