Customer Technical Support

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<tr>
<th>Focus Area Session Chair</th>
<th>Mike Holmes, Lucent Technologies</th>
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<tr>
<td>Focus Area Champion:</td>
<td>David Walsh, Ascend</td>
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<td>Focus Area Editor:</td>
<td>David Chan, Ascend</td>
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Participants

- **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.

<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>COMPANY</th>
<th>STATE/ COUNTRY</th>
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<tbody>
<tr>
<td>Adams, Amber</td>
<td>Metrics Analyst</td>
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<td>District of Columbia, U.S.A.</td>
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<td>Walsh, David</td>
<td>Sr. Manager Escalation Support</td>
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<td>Sophia Antipolis, France</td>
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