The Power of Customer Collaboration for Results; Enhancing the Customer Experience

April 2008

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Partnership Focus | Performance Services
Best-in-Class Products | Value-Added Solutions
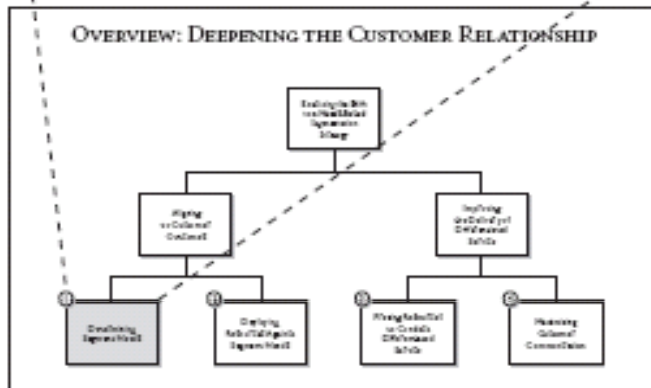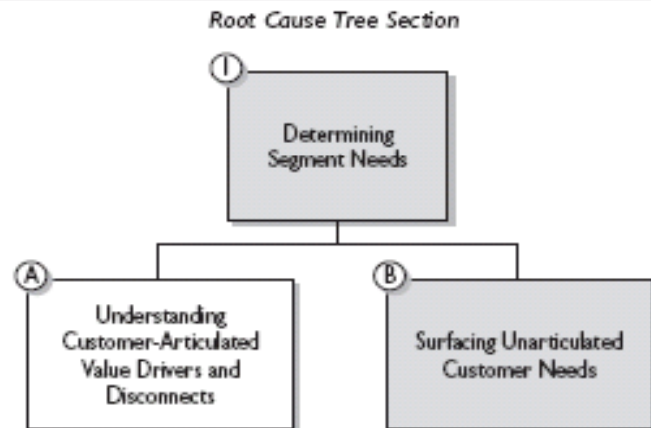
Results-Driven Automation

ABB

ABB Customer Segmentation strategy…

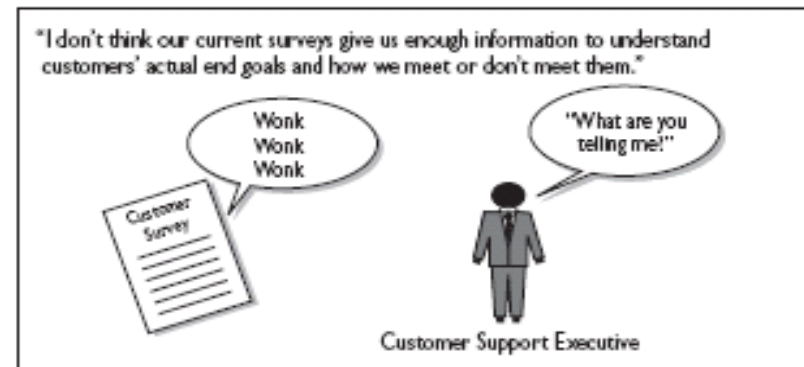
Determining Segment Needs

Can You Read My Mind?

The First Step to Providing Truly Differentiated Service is Understanding Unarticulated Customer Needs

The Difficulty in Executing a Needs-Based Segmentation Strategy

Points of Consideration in This Section

"I don't think our current surveys give us enough information to understand customers' actual end goals and how we meet or don't meet them."

"Sometimes I think we're expected to be mindreaders—we have to make some big assumptions about customers because the data doesn't tell us all we need to know."

ABB Service Support Overview

- **Who and What is ABB ?**

- Process: Overview of SupportLine

- CRM Tool: Creating / Managing SupportLine Cases

- Reacting to Market Drivers

- Operations Transformation

- Adaptability and Leveraging Infrastructure

    - Integrated services

- Q&A

Service by the numbers…

- **22**… of April is Earth Day

- **4**… emerging service technologies

- **3 & 23**… percent of wireless technology used in process monitoring or critical control

- **6-18**… dB attenuation (in 2.4Ghz band) of brick/concrete walls

- **20**… attributes to the Anatomy of a world-class contact center

- **6**… subprojects to TAIL-IO

- **5 ³/₄**… hours till the Pennsylvania polls close today

ABB

Who we are

Power and productivity for a better world™

- ABB is a leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact

- Our goal is to create value for our stakeholders by meeting the needs of our customers, employees and the communities where we do business

- As one of the world's leading engineering companies, we help our customers to use electrical power effectively and increase industrial productivity in a sustainable way

ABB

Facts about ABB Group

- Headquarters: Zurich, Switzerland

- About 112,000 employees in over 100 countries

- Orders in 2007: $34.3 billion

- Revenues in 2007: $29.1 billion

- Listed on Stockholm, Swiss & New York exchanges; traded on virt-x

- Core business organized into 5 divisions; Power Products, Power Systems, Automation Products, Process Automation, and Robotics

ABB

What we offer: Divisional structure and portfolio

Power Products	Power Systems	Automation Products	Process Automation	Robotics
Sales: $6.4 billion	Sales: $4.0 billion	Sales: $5.9 billion	Sales: $5.0 billion	Sales: $1.7 billion
Transformers, high- and medium-voltage switchgear, breakers, automation relays	Substations, FACTS, HVDC, HVDC Light, power plant & network automation	Low-voltage products, drives, motors, power electronics, and instrumentation	Control systems and application-specific automation solutions for process industries	Robots, peripheral devices and modular manufacturing solutions for industry

- Market-leading positions in most key product areas

- Integrated solutions for grid reliability, productivity and energy efficiency

- Robust global value chain to serve established and emerging markets

- Extensive global network of value-added channel partners

ABB

ABB's Mission

Improve performance

ABB helps customers improve their operating performance, grid reliability and productivity whilst saving energy and lowering environmental impact.

Drive innovation

Innovation and quality are key characteristics of our product, systems and service offering.

Attract talent

ABB is committed to attracting and retaining dedicated and skilled people and offering employees an attractive, global work environment.

Act responsibly

Sustainability, lowering environmental impact and business ethics are at the core of our market offering and our own operations.

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ABB vision

ABB delivers **attractive profitable growth** by providing leading power and automation technologies to customers throughout the world. We help them to improve their **performance** and **productivity** as well as to **save energy** and **lower environmental impact**.

ABB's technology competence, broad application know-how and global presence offer customers **easy access to leading electrical engineering and industry automation solutions**. **Innovation** and **quality** are key characteristics of our service and product offering. We build on long-lasting, value creating partnerships with customers and suppliers.

As **one of the world's most global and dynamic companies**, ABB is **unique** in its multicultural environment and attitude. We are committed to attracting and retaining **dedicated and skilled people**. Offering employees an attractive working environment and excellent development opportunities.

By 2009, ABB will be recognized as the top global engineering company in terms of market impact, growth and profitability, value creation, sustainability and ethical behaviour.
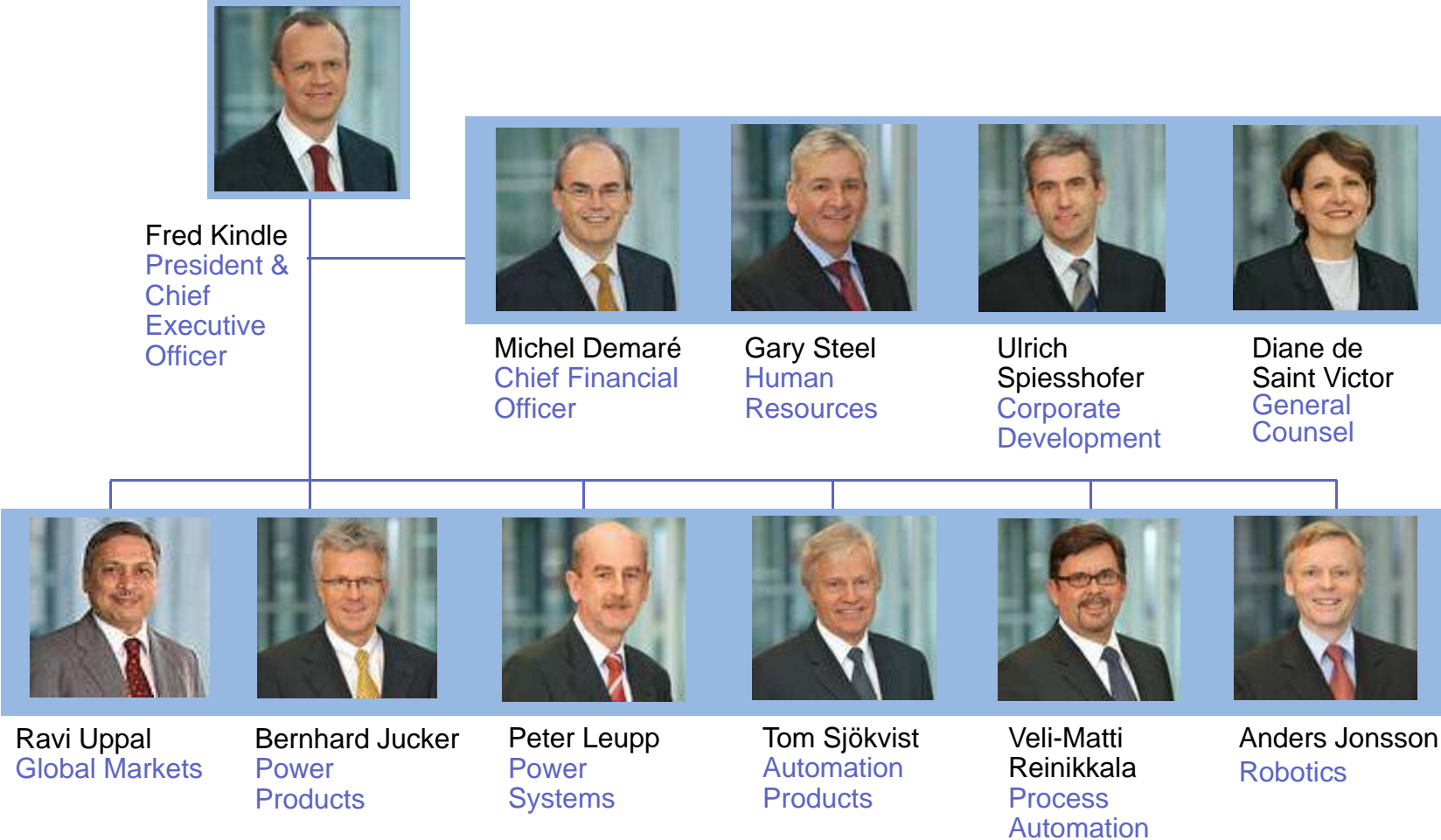
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ABB Executive Committee 2007

Fred Kindle
President & Chief Executive Officer

Michel Demaré
Chief Financial Officer

Gary Steel
Human Resources

Ulrich Spiesshofer
Corporate Development

Diane de Saint Victor
General Counsel

Ravi Uppal
Global Markets

Bernhard Jucker
Power Products

Peter Leupp
Power Systems

Tom Sjökvist
Automation Products

Veli-Matti Reinikkala
Process Automation

Anders Jonsson
Robotics

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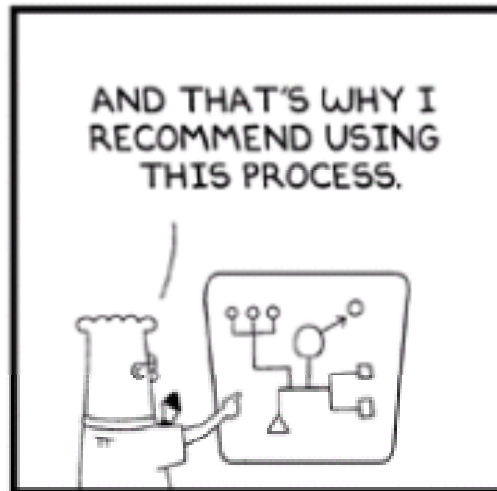
ABB Customer Service Center - North America

Service Initiative

Any ABB Product

Drives & Motors

Control Systems

LV Controls

Analytical

Protection

HV,MV switchgear

Instruments

Collaborative Commerce

Transformers

Robotics

etc.
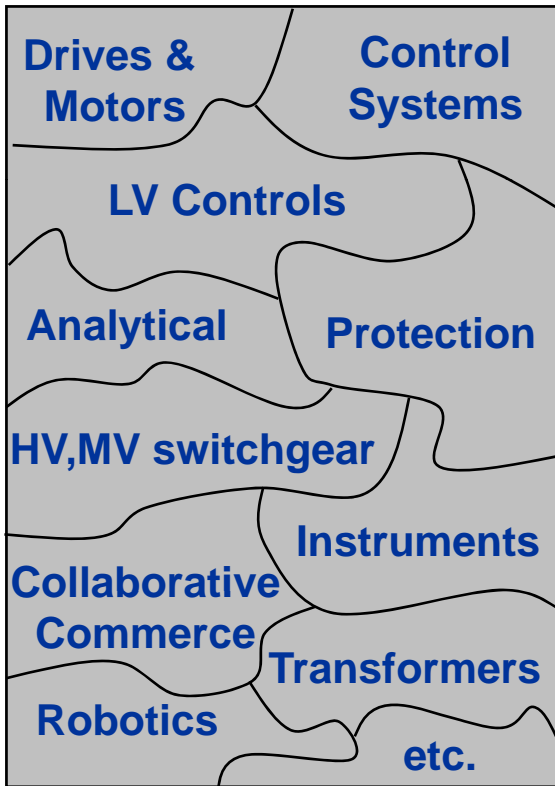
Any Customer Industry + Customer Portal

Utilities, Water

Paper, Metals, Consumer Products

Manufacturing, Automotive

Petrochemicals, Pharmaceuticals

Call 1-800-HELP-365 + Web

Service

Training

Technical Support

Parts/Repairs

Sales & Marketing

HelpDesk

ABB
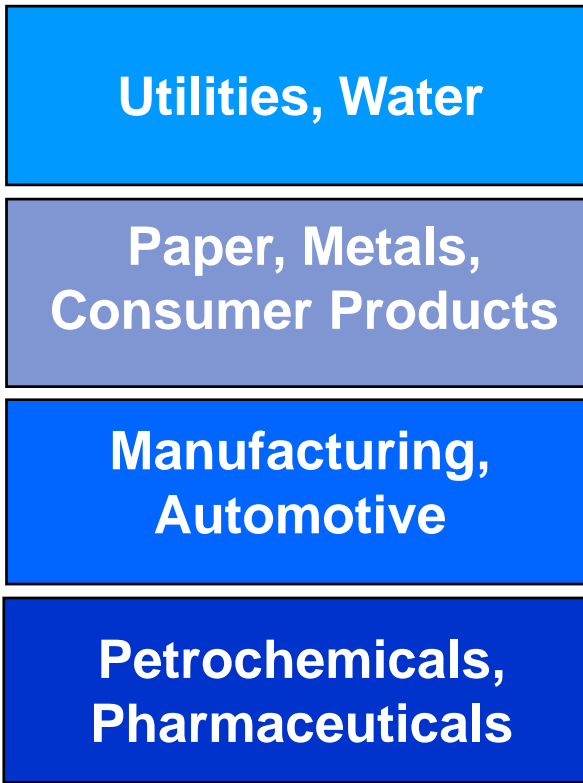
Customer Service Definitions

- ABB <u>Service</u> Mission: To meet or exceed customer expectations, manage operating margins, and support revenue growth initiatives for ABB by delivering fast, efficient, courteous and professional customer interactions, through on-time delivery of information, products and services, and the identification of new business opportunities.

- <u>CRM</u> entails all aspects of interaction a company has with its customer. It includes methodologies, software, and usually Internet capabilities that help an organization manage customer relationships in an organized way. (Paul Niven, QPR)

- VSI mission – Develop world class [CRM] software that allows companies to maximize their ability to provide service internally as well as externally.

POWERHELP®

BUILDING SERVICE CHAIN SUCCESS...ONE LINK AT A TIME

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ABB SupportLine Process

800xA Remote Asset Monitoring System

System High Alarm

System Low Alarm

Text Page to on-call Asset Specialist. CC SupportLine to document case.

Email

Email: AutomationSupportLine@us.abb.com

Asset Specialist remotely accesses system; analyzes problem.

No

Customer

Self Help?

No

Yes

Phone 1-800-HELP-365 or 1-440-585-7804

Call Center logs case, records product and problem, assigns to Level 2 Engineer.

Asset Specialist Required?

Yes

No

SupportLine assists caller.

Case Solved?

Web Case Entry

Case Tracking

Communicate to originator via phone or email. Close Case.

Yes

Case-Tracking
Troubleshooting KB
Product Documentation
Software Updates

SolutionsBank

New solutions posted in KnowledgeBank.

http://SolutionsBank.abb.com

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Customer Relationship Management…

Summary: CRM is… *Service Delivery!*

- Information about customers (big picture)
    - Where they're located
    - What they buy; when they buy
    - How they like to buy (online vs phone)
    - How much they spend
    - How satisfied they are
- Tools used to serve customers and gather information
- Processes for using customer information
    - To improve satisfaction levels
    - To get a larger market share
    - To provide value added service(s)

ABB AT SupportLine Overview

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ABB Statement on Process

Utilize CRM to integrate customer service across product, industry, service, and geographic boundaries within ABB.

ABB Supportline
Case Tracking Process
Revision 2.3
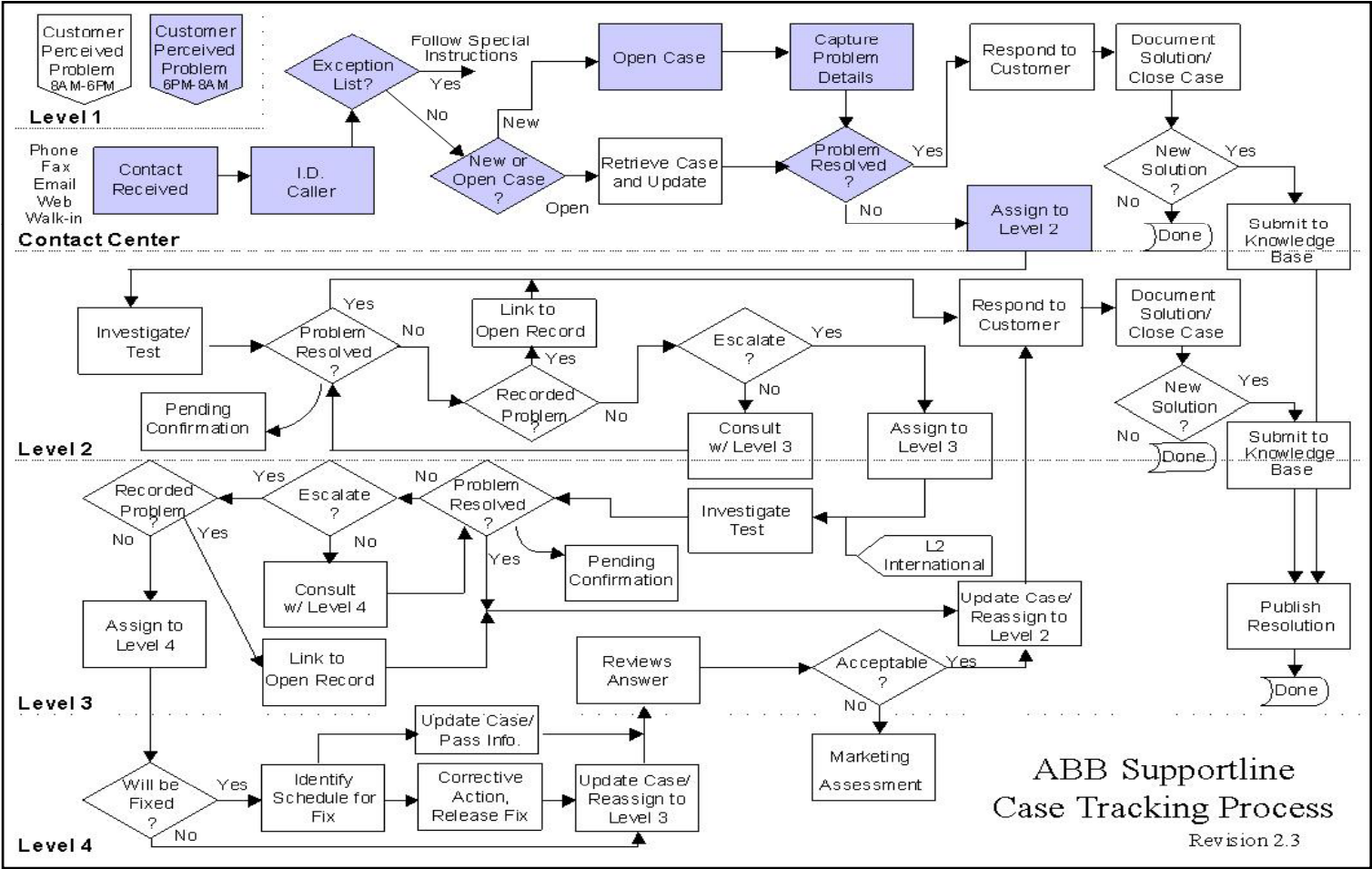
CRM Tool: Creating / Managing SupportLine Cases

- Background: beginning with a CRM

- Functions: adaptable tool that complements process

- Implementation: configure the tools features

- Enhancement: customize the tool

- Analysis and Strategy

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Case-Generation

The following contact channels result in case generation

Telephone → CTI

Fax → Fax Server

E-Mail → Mail Server

Case-Tracking → PowerHelp
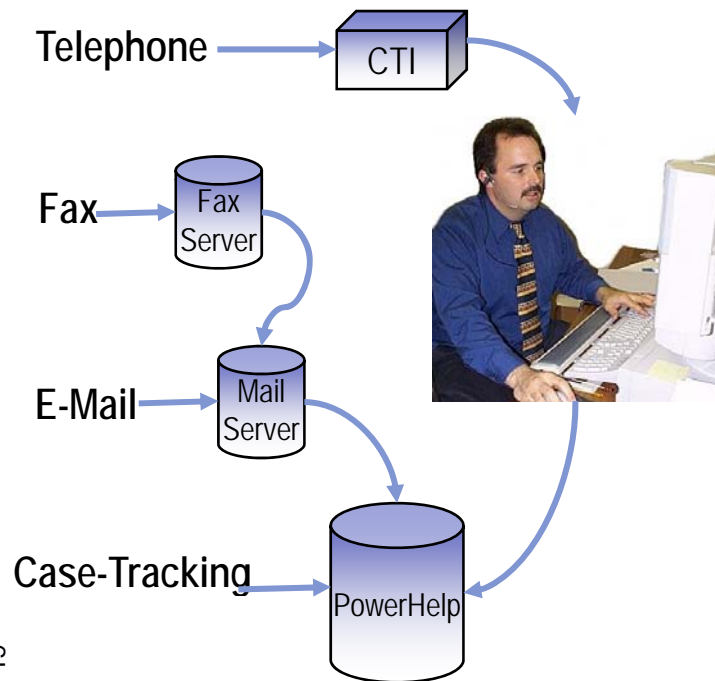
- **Phone -** *manual*

- **CTI -** *automated*

- **Fax** *- automated*

- **E-Mail** *- automated*

- **Web** *– automated*

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Customer Contact Management Process

Level 1 CSR

Opens Case

Level 2 CSR

Route to BA

Training Registration

Parts Logistics

Technical Support

Service Scheduling

Route Outside of Call Center:
- Route calls based on business rules provided by business areas

ABBU Training Registration:
- Provide course availability, pricing and schedule
- Register students

Order Management:
- Fulfill orders / repairs / returns for Logistics channels
- Transfer orders to other BA's as appropriate

Product Technical Support:
- Provide support with escalation to R&D
- Route call to other support centers as defined by BA

Schedule On-site Field Service Engineer:
- Fulfills demand service requests
- Coordinates field upgrades
- Ensures materials, tools, etc. are available as required
- Ensures time reporting, T&L and job reports completed

Level 1 CSR (Call Center):
- Answers phone
- Logs call
- Ensures responsiveness
- Answers basic inquiries
- Determines appropriate response for customer issue
- Assigns issue to appropriate Action Group
- Uses BU-defined handling procedures

ABB

© Cc

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Reacting to Market Drivers

- Business growth; Product Quality

- Customer Satisfaction / Expectation

- P&L Responsibility; Competition

- Regulatory

- Product Offering

Ex: Power plant layout & ABB portfolio
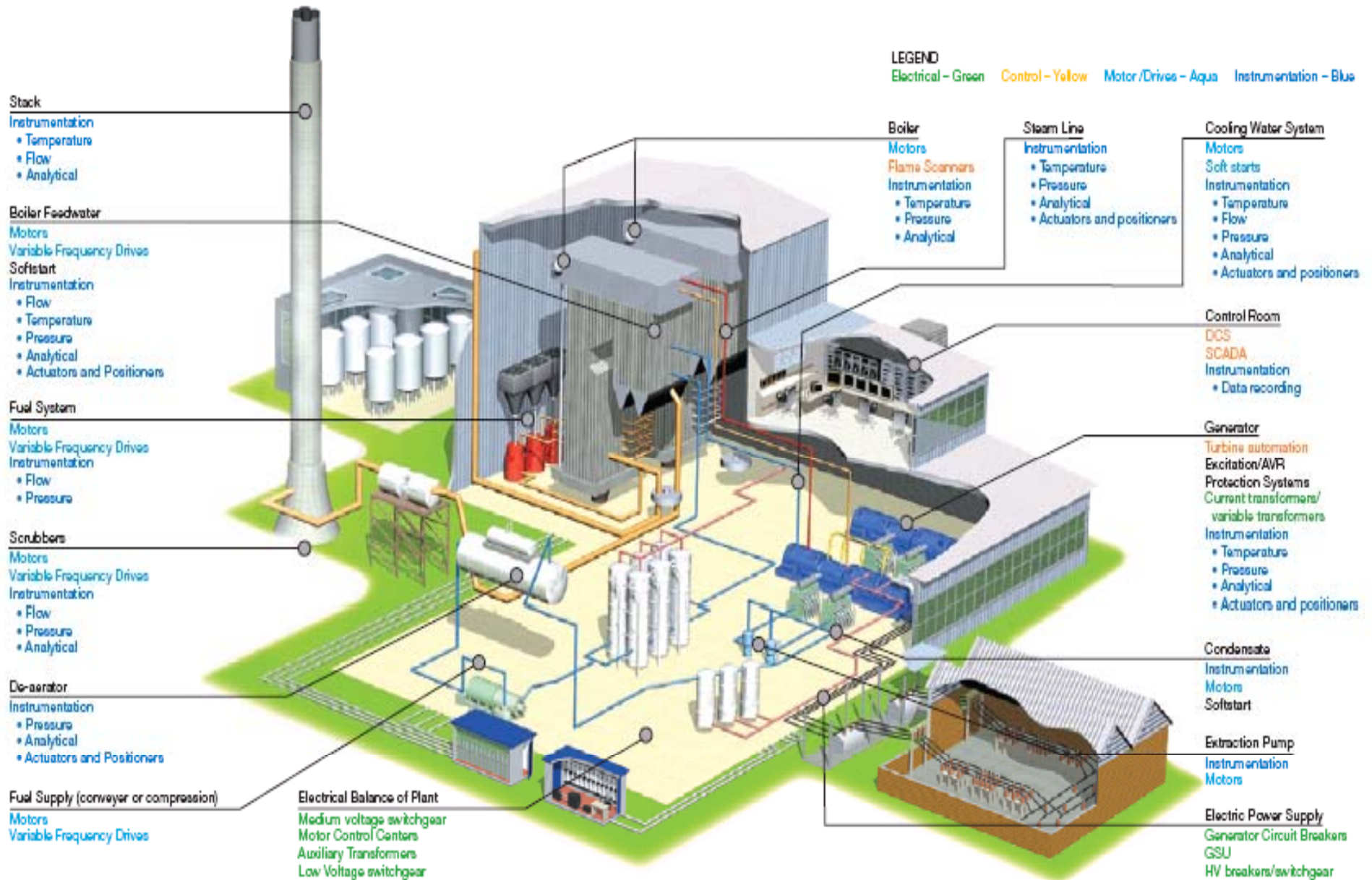
ABB Tools interact with CRM process

Manage customer contacts (phone, etc); enhance interactions via web, internet, email, and fax; integrate cross-functional tools:

- CCRP - Capture customer complaints

- CTRAN - Measure customer satisfaction on a transaction level

- Business Online - Parts & Repair order management

- Pathlore - Online training registration

- Dispatch Board – Field resource dB; scheduler

- SolutionsBank - Product and Knowledge Library

- ServeIS - ABB product & system installed base tracking

- SPT – Sales Pursuit Tool

- Proposal/Contract Management dB
- SAP – finance and accounting ERP

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PowerHelp Contact Management Tool

Beginning.

Organize the essential information into a useful palette.

But how?

And what?
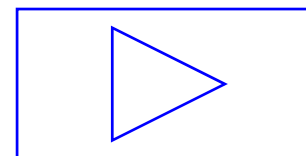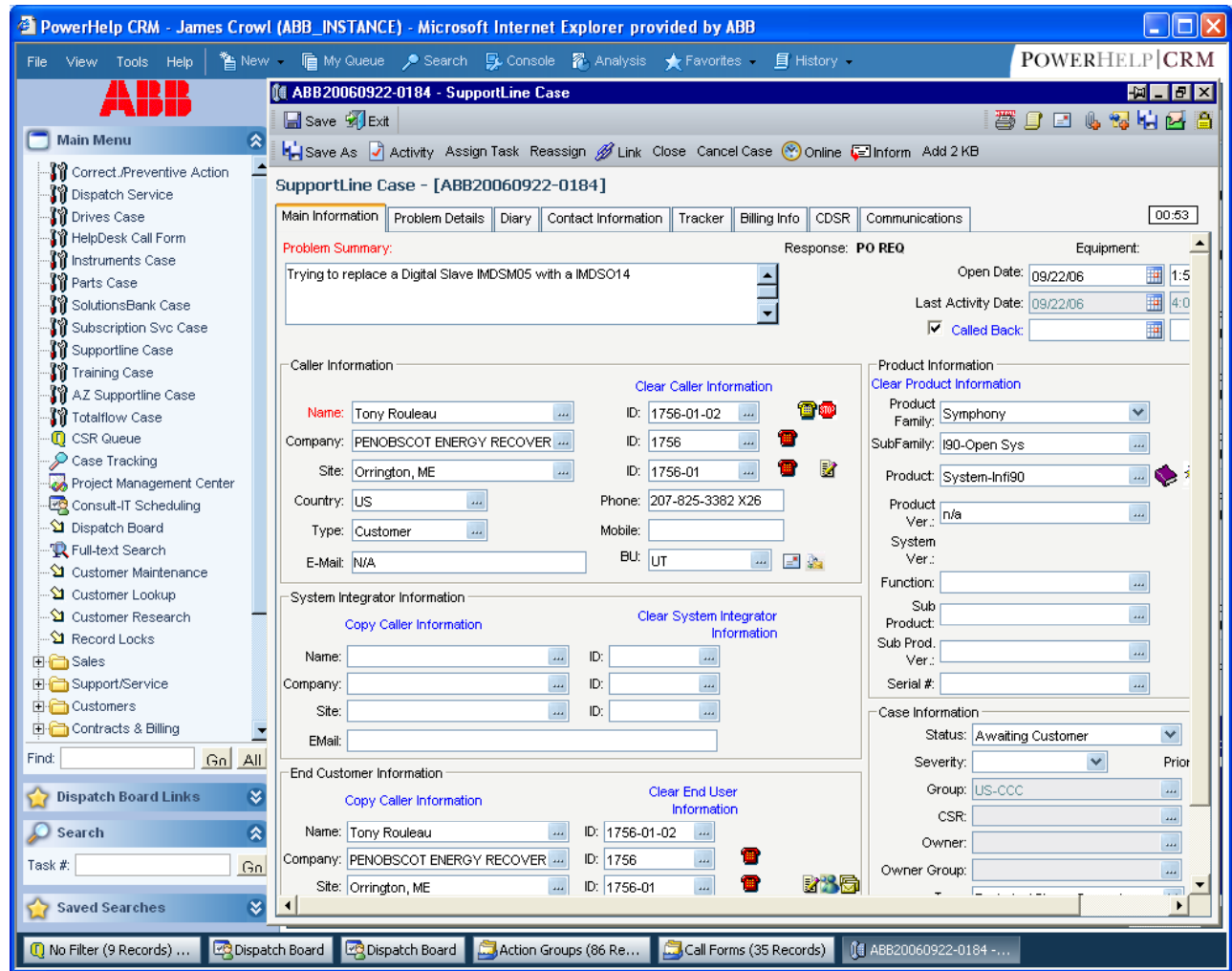
summary

PowerHelp Background Information

- Vendor: Vertical Solutions Inc. (VSI)

- Technology: SQL2000 dB, Internet Application

- Globally accessible via Intranet
  (http://10.92.252.141/powerhelp/)

- Central dB shared by all ABB locations

  - Customer structure (Company, Sites, Callers)

  - ABB product structure (AT & PT)

  - ABB internal structure

    - ABB BU's represented by Action Groups

    - ABB users represented as CSR's

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Major Functions used by ABB

- **Customer Contact Management**
  - Technical support, service dispatch requests, training inquiries, complex parts orders/quotations, service proposal requests.

- **Product Problem Tracking**
  - Record product issues, re-use solutions, provide 6-sigma quality metrics, global visibility, remote diagnostic notification.

- **Service Management**
  - Manage FSE appointments on dispatch board.
  - Track FSE test/measurement equipment.
  - Customer Demand Service Request (CDSR)
  - Service employee dB (CSR's)
  - Skills Management (recently integrated)

- **Sales/Marketing Management**
  - Licensed, but currently unused by ABB

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Operations Transformation

- Business growth opportunities since 1996

- Current Business situations (2006-2007)

- Future Business Strategy (2010-2012)

PAST	Present	FUTURE
Cost Center	Cost Recovery	Profit Center
Point Service	Local Integrated	Global Integrated
Reactive	Reactive & Proactive	Proactive
Transaction	Satisfaction	Loyalty
Serial SLA	Parallel SLA	Transparent SLA

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Adaptability and Leveraging Infrastructure

- Reliability
- Flexibility
- Expandability

Customers

All ABB Americas

All ABB U.S.

All Automation U.S.

Automation Services

Common Customer Call Center

| Technical Support | Business Administration | Logistics | Service Coordination | Automation University | All Automation Operations In U.S. | All ABB Operations In U.S. Add: •O&G •Flex Auto •Control Products •Etc. | All ABB Operations In Americas •Canada •Mexico •S. America |

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Best Features / Benefits of PH by Discipline

- Customer
    - Case tracking and ease of update
    - Case histories
    - Responsiveness and reliability
- CSR
    - Ease of entry (auto-populate Caller and Product profile)
    - Product lookup
    - Easy cut/paste to/from PH with other applications
- Service Coordinator / Field Service Engineer
    - Manage FSE skills, training, and appointments
    - Track FSE test/measurement equipment, links to KBank
    - Customer Demand Service Request (CDSR)
- Management & Finance
    - Case tracking and full text search for reports
    - Caller/site, Product, and CSR reporting
    - Product feedback (to TS and Factory)
    - Surveys (direct links to cases and customer profiles)
    - Contract and Case time collection, reporting, filtering

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Development Project – KnowledgeBank

1. **1999-2001**: Self-service knowledge management system developed by 3rd Party vendor to provide intuitive assistance through a proprietary natural language query search engine.

2. **2002-2003**: Technology evaluation and KnowledgeBank re-design, abandoning the original 3rd Party application.

3. **2003-2005**: Authoring and Publishing Workflow Process Design and Improvements. Integration with PowerHelp CRM and process implementation within ABB Call Centers.

4. **2004-2005**: Improved KB Search Functionality using MSSQL and Verity Search Engines. SolutionsBank global search released.

5. **2004-2005**: KnowledgeBank Technology Evaluation and CBR Pilot Project

6. **2006-2007**: Ongoing KnowledgeBank development project with CBR technology and Interactive Troubleshooting Interface.

ABB Service Application Platform - Introduction

Service Applications

- **PowerHelp CRM System**
- **PowerHelp Add-Ons: SupportView + DispatchBoard + SurveyTool**
- **ABB SolutionsBank + KnowledgeBank + Knowledge Navigator**
- **ABB University NA Web + LMS system**
- **Intranet portals (inside.abb & service portals)**
- **Remote Diagnostics (Questra)**
- **Field Service Applications (labor reporting, proposals, contracts)**

Connected Group IS Applications

- **ABB Products (PDC/MDM)**
- **ABB Library (global content repository)**
- **1ABBWeb / SSO / ABB.COM**
- **CAWP web page publishing tools**
- **ServIS (administration & data mgmt) + GIS (future)**

Infrastructure

- **SQL Database Servers (Cluster)**
- **PowerHelp Application Servers (Cluster)**
- **SolutionsBank App/Web Servers (internal + external)**
- **Verity Search Engine Server (Cluster)**
- **ABB University North America Web Server**
- **Intranet Web Servers**

ABB SolutionsBank Program

- **Mission**
  - **SolutionsBank provides high quality, reliable web-based tools, information and solutions to leverage ABB expertise and knowledge worldwide.**

Users

ABB SolutionsBank

Tools & Functionality

SolutionsBank Portal	Auto Notification	SupportView

Knowledge Capture and Reuse
- KnowledgeBank
- CRM Interface
- Customer Forums

Documentation and Software
- TechInfoBank
- Manuals OnLine
- DownloadBank
- AVI Bank

ABB Knowledge & Competence

James Crowl VP Platform Services
Andrei Istomin Content & Product Support Mgr.
Marcy Munoz Manager, Subscription Services
Technical Support and Development Team

ABB

Knowledge Management – CBR Process

- **Case Base Reasoning (CBR) -** is a process of solving new problems based on the information and knowledge captured during resolution of similar problems in the past.

- **CBR is as a four-step process:**

  1. **Retrieve:** Given a target problem, retrieve similar cases from memory that may be relevant to solving it. A case consists of a problem, its solution, and, typically, annotations about how the solution was derived.

  2. **Reuse:** Map the solution from the previous case to the target problem. This may involve adapting the solution as needed to fit the new situation.

  3. **Revise**: Having mapped the previous solution to the target situation, test the new solution in the real world (or a simulation) and, if necessary, revise.

  4. **Retain**: After the solution has been successfully adapted to the target problem, store the resulting experience as a new case in memory for future problem solving.

Knowledge Management – CBR Process

PROBLEM

NEW CASE

LEARNED CASE

RETRIEVE

RETAIN

RETRIEVED CASE

NEW CASE

PREVIOUS CASES

GENERAL KNOWLEDGE

RE-USE

TESTED, REPAIRED CASE

CONFIRMED SOLUTION

REVISE

SOLVED CASE

SUGGESTED SOLUTION

ABB
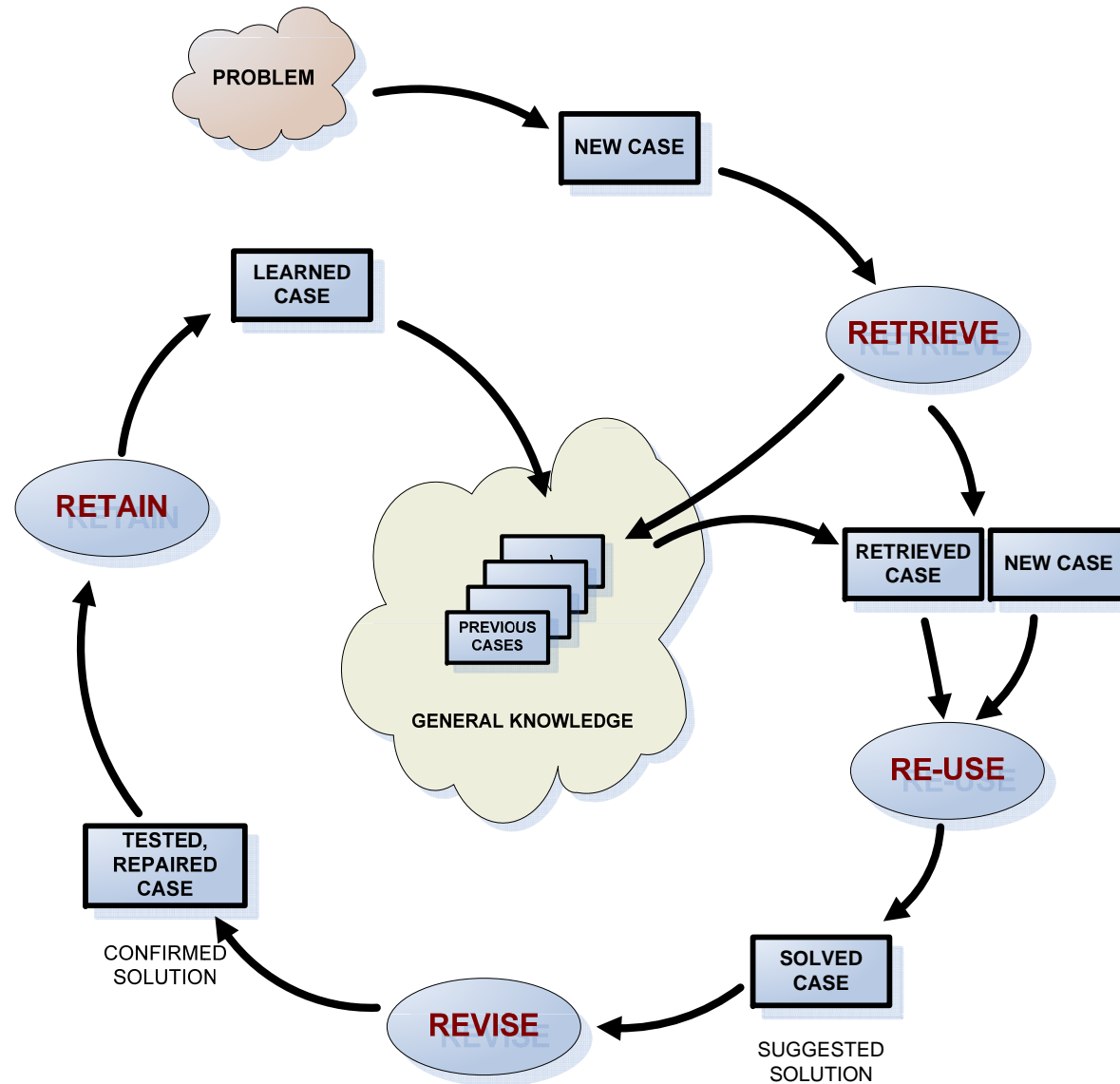
ABB KnowledgeBank: Troubleshooting Process
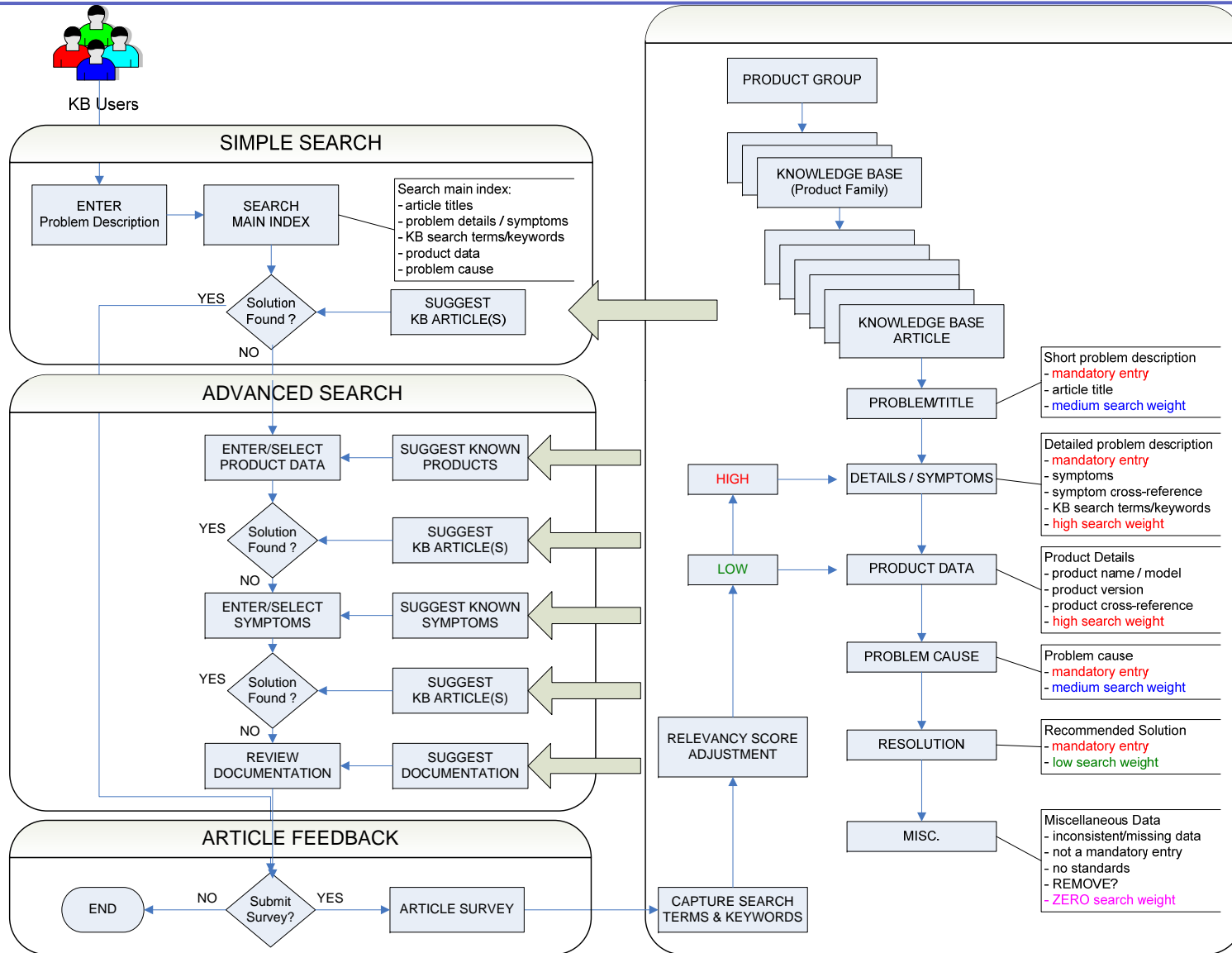
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ABB Implementation: Internal and External

- Escalation management (rule-based)

- Full Text Search (SQL, Verity)

- Interface to R&D product defect tracking (Tracker)

- CSR Time-Tracking / Resource Loading + Scheduling

- Multi-dimensional reports

ABB

Escalation Rules

- By product

- By customer

- By SLA

- By last activity date
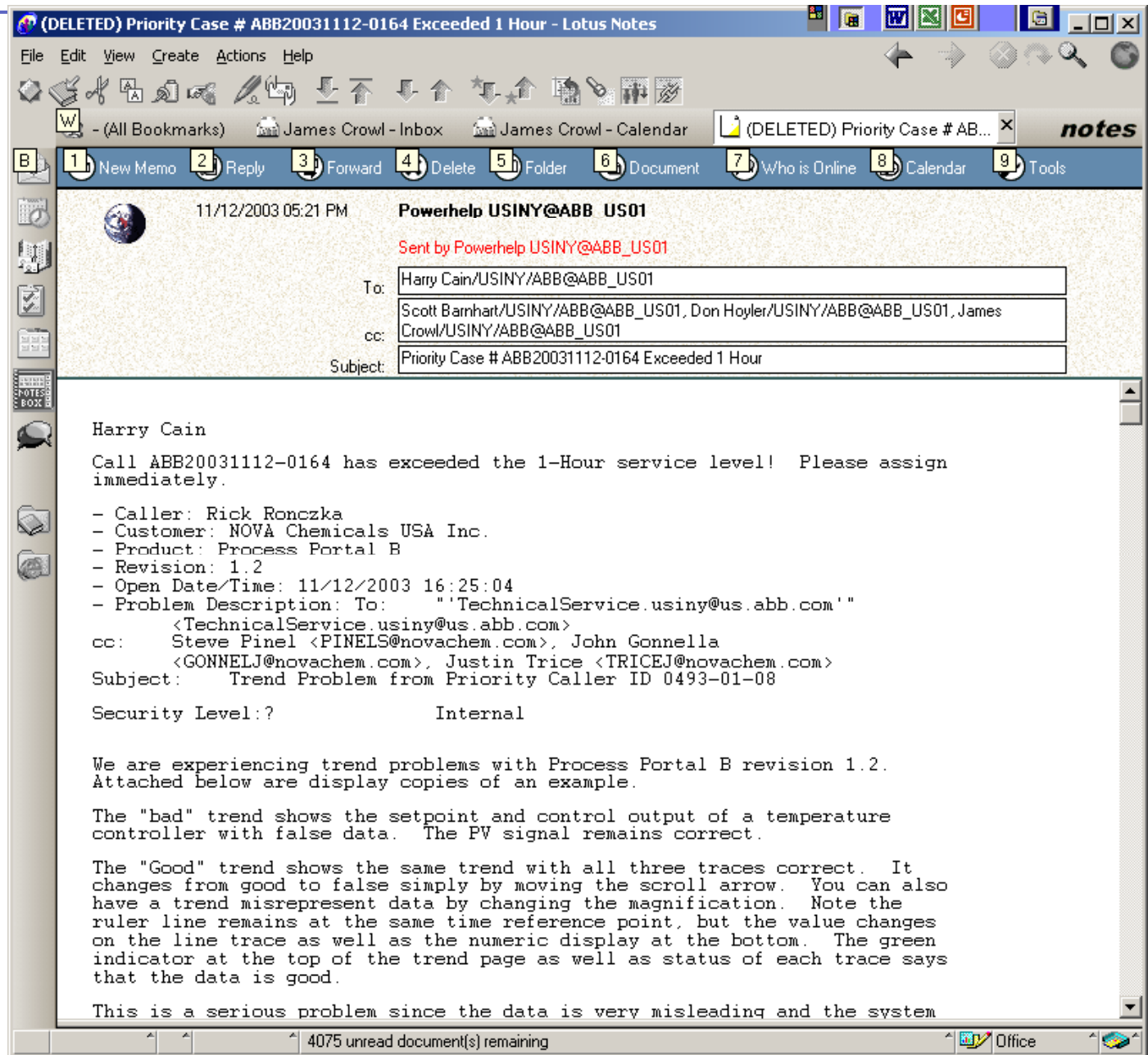
ABB Implementation

- ## Email Management (Powerbroker)

  - ### Inbound Case Generation

  - ### Auto-response w/ case-update

  - ### Rule-based escalation management

EMAIL CREATES/AUTO-UPDATES POWERHELP CALL RECORDS

Incoming Email arrives at ABB POP3 Inbox

ABB POP3 Group Inbox

ABB PowerHelp Email Preprocessor

Preprocessor parses message components into a PowerHelp support call record. For a new PowerHelp call the Caller is acknowledged and the email is archived. If an existing call is updated the CSR is notified.

ABB PowerHelp Database

Group Accounts and Flexibility

AutomationSupportLine
BOLSupport
powerhelp_Germany USINY
powerhelp
powerhelp_Rochester USINY
powerhelp_ABB_SE01_SPK16
TechnicalService.usiny
Future POP3 accounts

The ABB Preprocessor can easily be configured to monitor many POP3 accounts so ALL incoming mail can create/update PowerHelp support calls. Every PowerHelp Action Group could feasibly have its own inbox.

Archive Message

Customer Notification

CSR Notification

powerhelp_Archive

A copy of all incoming messages is stored in the powerhelp_Archive. (powerhelp_archive@us.abb.com)

10MB Attachments Allowed

Customer

Customer receives notification of received email with ABB contact information and support call reference.

CSR

If an existing PowerHelp call is updated the CSR is notified by a separate email. If an update message comes in for a closed call the call is not updated but the CSR is still notifed.

ABB SupportView

Callers and/or ABB employees can track or update PowerHelp cases on ABB SupportViiew (Requires SolutionsBank Account)

ABB Implementation

- **SolutionsBank Integration**

  - Internet Case-Tracking (SupportView)

  - KnowledgeBank query/submittal

  - Document look-up; quick reference

ABB Implementation

- ## SolutionsBank Integration

  - ### Internet Case-Tracking (SupportView)

  - ### KnowledgeBank query/submittal

  - ### Document look-up; quick reference

ABB Implementation

- **SupportLine Contract Administration**

  - SLA identification

  - Labor tracking

  - Customer usage reports

- **Customer Transaction Survey (C-TRAN)**

- **Dispatch Board**

- **Customer Demand Service Request (CDSR)**

- **Computer-Telephone Integration**

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Customer Satisfaction Survey

Customer Survey Application: Generate Report - Microsoft Internet Explorer provided by AT&T WorldNet

File   Edit   View   Favorites   Tools   Help

Back   Search   Favorites   Media   Address http://techsupport.cle.us.abb.com/custsurvey/admin/ReportResults.asp   Go

Links   Service Center   Call Center Integration   PowerHelp   Billings   Billings (public)   Cognos   Call Admin

Pop-Up Stopper   Hotlinks   On/Off   Options

Customer Survey Application

Report Selections - Product Family									
Record #	Customer Contact	Notified	Replied	Q1	Q2	Q3	Q4	Avg	Comments
September 2003									
[NULL]									
ABB20030821-0192	Jan Mosselman	9/3/2003	9/3/2003	6	4	3	2	3.8	I assume we are talking about SupportLine case number ABB20030821-0192. This has not yet been fully resolved. On August 28, in the period of 2 hours I received 4, seemingly identical, e-mails telling me to use this case # in all calls concerning this issue. That confused me. The system is running, but I am having additional issues with the software.
ABB20030905-0062	Doug Fortin	9/9/2003	9/11/2003	5	6	6	5	5.5	Excellent response as they contacted the expert that was on VACATION who gave me a fix in > 1hr
ABB20030730-0094	Gary Archer	9/9/2003	9/9/2003	5	4	5	4	4.5	
ABB20030915-0054	Scott Holcomb	9/15/2003	9/16/2003	3	4	4	4	3.8	
ABB20030922-0196	Jim Trivitayakhun	9/29/2003	9/29/2003	4	4	4	4	4	Good response, especially during weekend.
"[NULL]" Averages				4.6	4.4	4.4	3.8	4.3	**5 out of 5 Replied**
				72%	68%	68%	56%	66%	**100% Replied**
ABB Service Products									
ABB20030926-0272	Doug Netting	9/29/2003	9/29/2003	5	5	3	3	4	Even though the conclusions made may not have been right, I appreciate the effort and follow-up by the reps., which is very important to me.
"ABB Service Products" Averages				5	5	3	3	4	**1 out of 1 Replied**
				80%	80%	40%	40%	60%	**100% Replied**
Accuray Quality Control System									
ABB20030825-0207	Gary Hintze	9/3/2003	9/4/2003	6	6	6	6	6	Very professional and helpful, very good service
ABB20030821-0207	Bobby Walker	9/9/2003	9/10/2003	3	3	3	2	2.8	

Done   Local intranet

PowerHelp for Service Management

Customers

Customer Invoicing

Web Access

ABB Call Center

ABB email

ABB Phone Switch

CTI

email Integration

SAP

Customer
Global
Indicator
(CGI)

Customer
Indexing

**PowerHelp
Call Logging/
Tracking**

**Dispatch Board /
Scheduling**

**Labor/Expense
Reporting
FSE Portal**

Service Invoicing
Information

Service Request
Information

Wireless Access

Service Fullfillment
Information

FieldEngineer

Future

In-Process

ABB

PowerHelp Version 9.5 Features

- Released 3Q07

- Updated reporting services – replacing Crystal Reports

- **Time Keeping Module**

- **Expense Reporting Module**

- Combined Billing Document

- Merge Item Wizard

- Duplicate Closed Calls

- Parts Order

- Parts Price Books

- Warehouse Portal & Warehouse Inventory

- CSR Vacation

- Call Actions and Appointments Improvements

ABB on track

"Our market and technology leadership together with performance improvements are helping us to reap the full benefits from continuing global growth and heightened concerns about climate change and energy efficiency."

ABB President and CEO Fred Kindle
Oct. 25, 2007

ABB Automation World Conference & Exhibition

Your invitation to improve your plant and business productivity!

2008 ABB Automation World Conference & Exhibition
The Power of Collaboration

April 29-May 1, 2008
Hilton Americas Houston, Tx

Questions?

Answers!
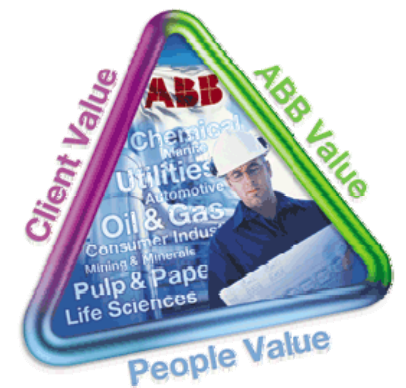
Top 10 Reasons to Attend:

- Learning and personal growth
- Hands-on training with certificates
- Become more productive and lower costs
- Access to key industry experts
- Meet with ABB product development experts
- Minimize asset life-cycle costs
- Learn about new technology
- Get more from your current investment
- Make great contacts and network with peers
- Learn the power of collaboration

PowerHelp for Service Management

Correct./Preventive Action
Dispatch Service
Drives Case
HelpDesk Call Form
Instruments Case
Parts Case
Service Apps Support
Italy Supportline
Supportline Case
Training Case
AZ Supportline Case
Totalflow Case
Force Measurement Case

Summary:

- 1 Process

- 14 case templates (2-5 tabs each)

- 120 Action Groups

- 18 Active Countries (9 pending) in 7 Global regions

- 10 Categories of Business Rules

- 34 Powerbroker Boxes

- 36 Product Families

  - >330 Product subFamilies

  - > 3000 Product

ABB

PowerHelp for Service Management

PowerHelp for Service Management

PowerHelp for Service Management

ABB Supportline
Case Tracking Process
Revision 2.3

Anatomy of ABB Service Management

Maximize Strategic Value

Strategic Direction

Performance Measurement

Internal Strategic Partnering

Customer Segmentation

External Partner Management

Sales Strategy

Operational Infrastructure

Knowledge Management

CRM

Load Balancing / Scheduling

Technology Management

Geographic footprint

Talent Management

Hiring

Retention

Developing Employees

Employee Performance Management

Customer Experience

Voice of the Customer

Issue Resolution

Sales Process

Robust Self Service Channels

Channel Management

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