Support Delivery...The Novell Transformation

Kenny Bunnell Director of Operations & Tools, Services

(Mystery Guest)



Services Industry Summit - eService Strategies and Challenges

Presentations - Tues / Wed April 22 - 23rd

Debbie Landers - Vice President, Worldwide Client Support IBM Information Management Software

The Optimal Service Model: A Self-Service and Assisted-Service Blend

Debbie will discuss the strategies and challenges of integrating a web-based, self-service support environment with an established, assisted-service support model.

Kon Skinner - Vice President of Worldwide Customer Care Vignette Corporation

Evolving eService Models - Driving Efficiency without Losing Touch

This session will discuss the evolving global eservice delivery model used by Vignette Corporation. While striving to implement online support services, is it possible to go too far and lose touch with your customers?

Workshops - Monday, April 21st

Knowledge-Centered Support (KCSSM)

by Service Strategies Corporation Whether you provide technical support for a corporate help desk, products or a third party provider, you are almost certainly under pressure to extract as much productivity as possible from your resources while also improving service levels. This comprehensive workshop will help you to achieve this.

Financial Management for Support

by Service Strategies Corporation This course provides a highly focused look at traditional elements of financial management from the support center perspective. Each section is presented in a manner that builds a total comprehension of the financial considerations required for planning and managing in a support operation.

Paul Esch -Director, Advanced Technical Support Nokia Enterprise Solutions Nokia Case Study - Knowledge Management Strategies and Challenges

In this session, Paul will discuss three specific areas involving people, process and systems associated with knowledge management, their affect on the organization and contribution as a driver of self-service content for the web.



Greg Sanders - Director, Global Online Services McAfee, Inc.

A Leadership Framework for Service Excellence This session explores the emerging leadership principles for the support as a network, the need to shift from a management model to a leadership framework, the illusion of control

vs. the power of alignment, and linear thinking vs. systems thinking.



ransformation to Web Based Support discuss the path of transformation of Novell) web based support services.



Bill McGovern - Director of North America Customer Service Center & Common Service Applications ABB



journey, the benefits and key measures of each phase. We will explore some of the profound changes you should expect to find in a mature KCS environment.



Nicholas Howard - Sr. Director of Operations NetApp Global Services

"The Angels Are Singing When the Phone Ain't Ringing": NetApp's Multi-Faceted Approach to eService

Nick will discuss the Company's "AutoSupport" product. which provides both NetApp and its customers with a rich information set to streamline the support experience, resulting in rapid case closure and increased customer satisfaction.

Event Sponsors









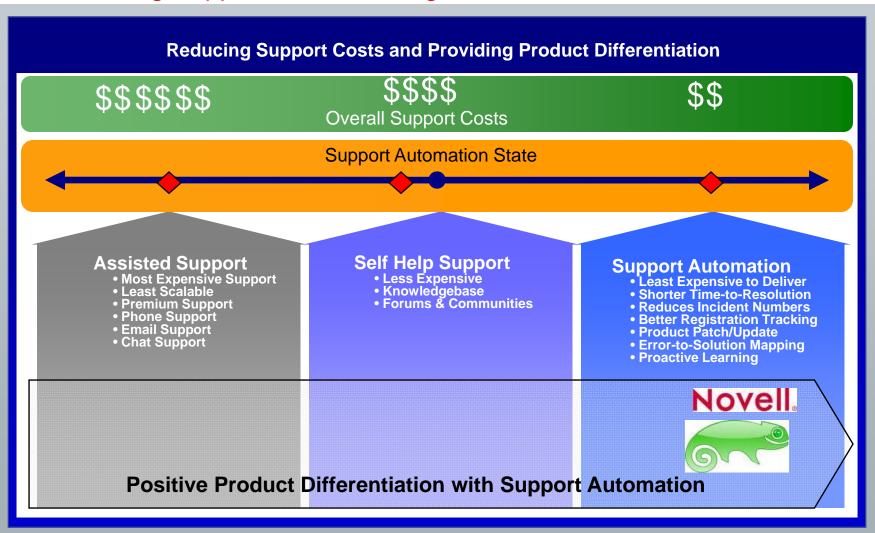






Transformation Objectives

Reducing Support Costs, Driving Increased Product Sales



Product Support Improvement

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Reducing Service Requests Through Prevention and Support Automation

Product Incident Prevention Product Incident Support Product Quality Product Self-Help Product Automation **Human Factoring** Knowledgebase Registration **Direct Online Contact** Installation Human Factoring Solution/TID Wiki Enable Electronic Service Delivery Web-Based Chat Configuration Human Factoring Knowledge to Error Reporting Product Entitlement Inventory Web-Based Remote Control Built-In Product Feedback Knowledge to Config Reporting and Management Portal Email-Based Support Updated Entitlement **Product Testing** Forums/Videos **Telephone Support** Emphasized Product Quality Education How-To's Call Center Service Request **Product Error Reporting** Product Quality Control Team Online Video How-To's Multi-Level Phone Support Report OS Errors (Independent of Product Team) Forum Response and • Report Novell App. Errors Community Participation Report Partner Application Errors Error-to-Video and Forum Pre/Post Product Ship Errors Interoperability Testing **Premium Support** Integration Correlation with Testing, Support. Novell Product Interoperability P/DSE Support Model Development, and Partners Key HW/SW Interoperability Dedicated resources by **Product Specific Docs** Interoperability Quality Control customer or customers Wiki-Based Documentation **Product Patch/Update** Targeted Solutions (Cool Robust Update Mechanism Solutions) Support-to-Test Case Cross-Platform and Product **IT Services** Test Case Improvement per Update Monitoring Services Incident Well-Defined Patch Process Managed Services **Product Specific Docs** Online Test Case Improvement Patch Quality Control Team IT Outsourcing Wiki-Based Documentation Customer, Partner, and Communi Error Reporting to Patching • Targeted Solutions (Cool Database Process and Mechanism Solutions) Autonomic Computing **Beta Testing Automation** Self-Configuration Automated Error Reporting Self-Healing Partner Enabled Automated Error Self-Optimization Reporting Self-Protection

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You might be a nerd if...



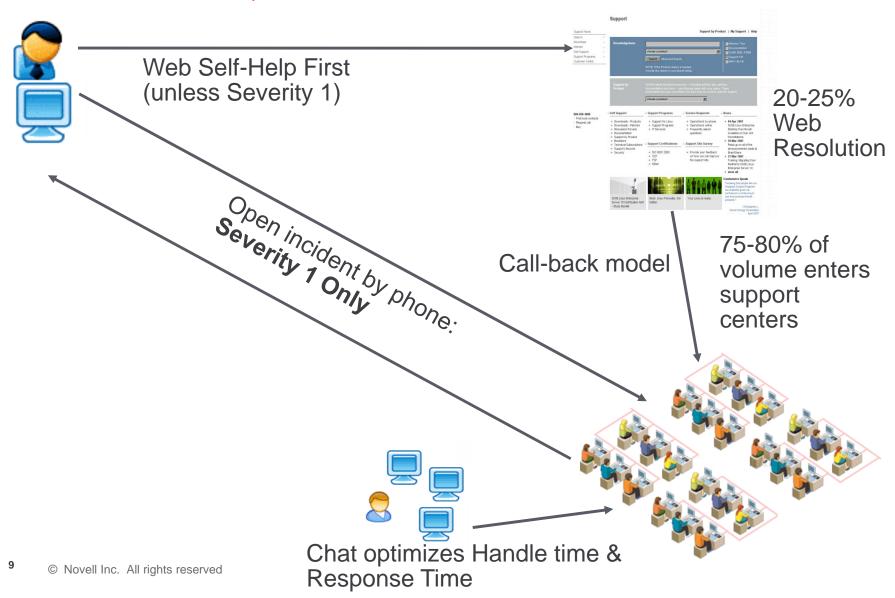
Assisted Support Optimization

- Key Points
 - -It ought to be as "good as being there"
 - Increased Productivity
 - Optimize Off shore talent
 - -Web as an entry point
 - > Capture key information and "click stream"
 - > Expose self help capabilities "up front"
 - > Guided help
- Enter: Project "Horizon"

"Horizon"



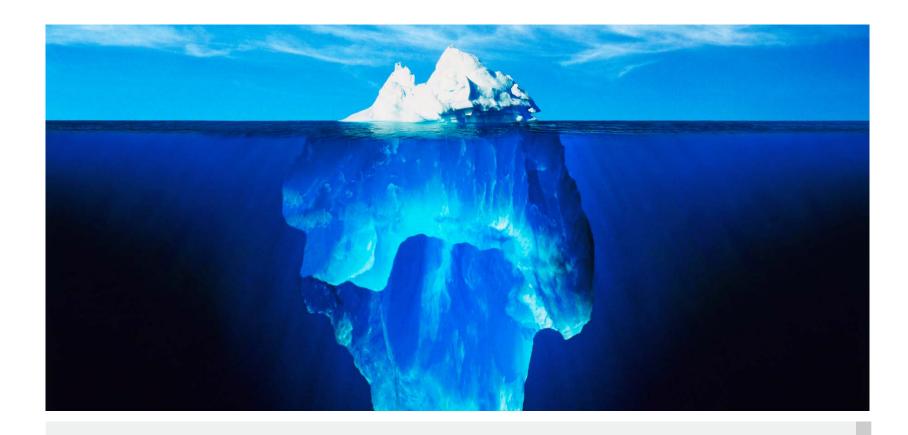
Support Delivery Model – Web-initiated, Web-based



"Horizon"

- Web Support (Bomgar)
 - remote access
 - diagnostics
 - chat
- Forums Upgrade (vBulletin Interface)
- Novell Customer Center (support portal)
- "First Look" On-Demand Training (unlimited access)
- Knowledge base Knova (upgrade)
 - Search
 - Authoring
 - Analytics: Tuning, Best Bets

WEB-BASED SUPPORT



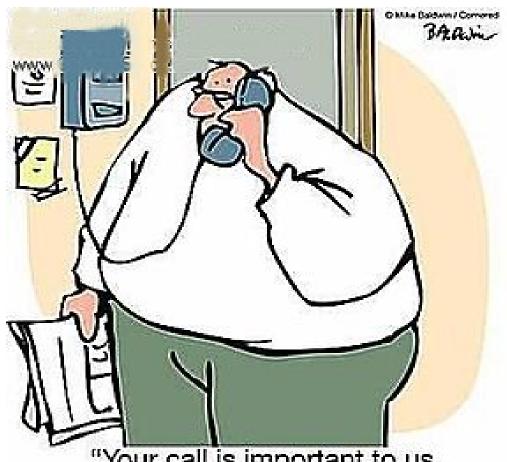
Web-initiated, web self-help - "Chat" is just tip of the iceberg....

Desktop Sharing | System diagnostics | File Sharing | etc...

Customer Feedback

- "This worked great! Excellent feature to add to your support people. Having Nate being able to see the errors first hand I think definitely helped speed up the support process."
- "good job!!!!!!!!! fantastic!!!!!!"
- "I liked the chat. I could do other things while I was waiting."
- "Very good, a great improvement over telephone or email support."
- "Used it the first time and it was just perfect. Possibly the last time I called by phone. I feel sorry that I do not have enough problems to use it on a daily basis :-) Thank You!"

Now that's customer service...



"Your call is important to us.

Please stay on the line until your call is no longer important to you."

Benefits & Wins

Self Service

Drives self help process up front



Increased productivity

Chat & web based support allows for multiple simultaneous assisted sessions

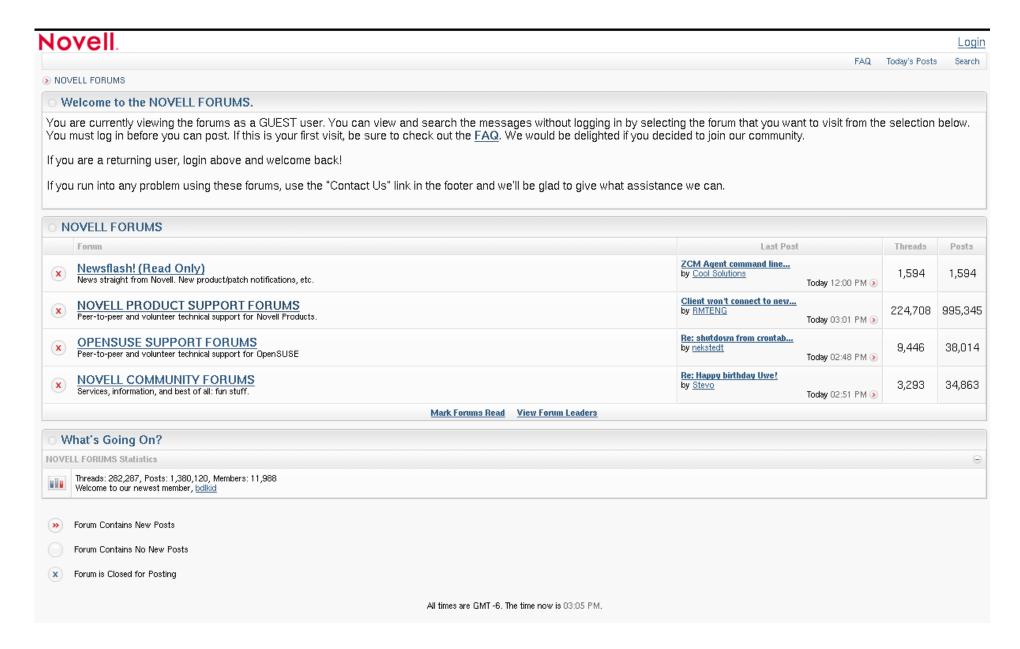
Maximize off shore strengths

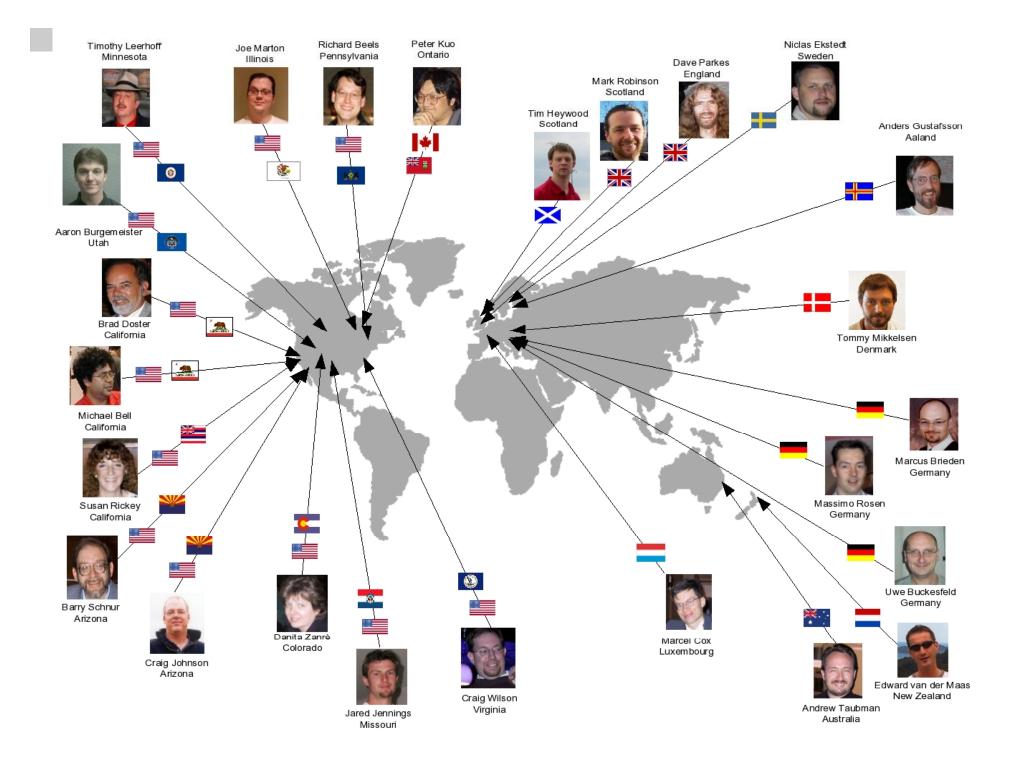
 India support center fronts chat support, eliminates accent barriers, capitalizes on lower cost resources

Enterprise Customers Prefer Electronic support

- *SSPA and **HDI surveys support preference

Forums/Communities





Product Support Improvement

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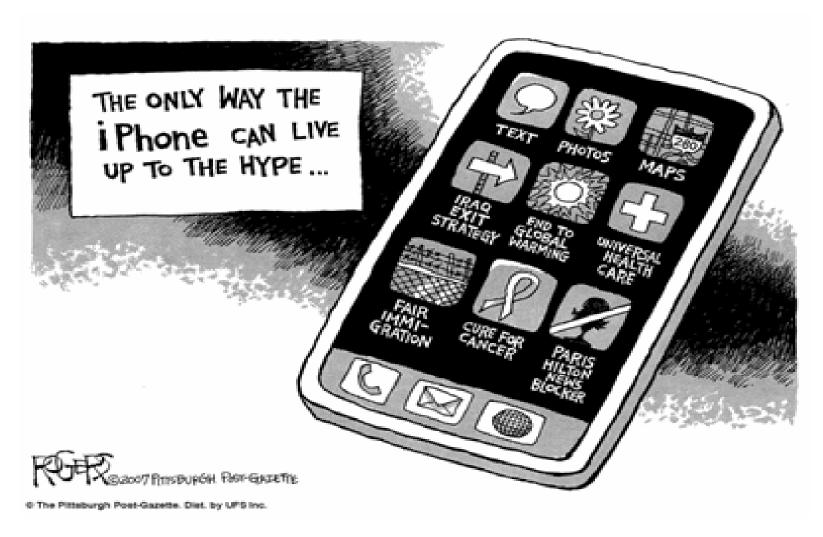
Reducing Service Requests Through Prevention and Support Automation

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Self Help

- Knowledge Base
 - KB Tuning
 - Analytics
 - "Best Bets"
 - Content Creation
 - Quality Monitoring
- On Line Training: "First Look"
- On Line Discussion Groups
 - Peer Support
 - Building the "Organic Community"

Self Help...living up to the hype:

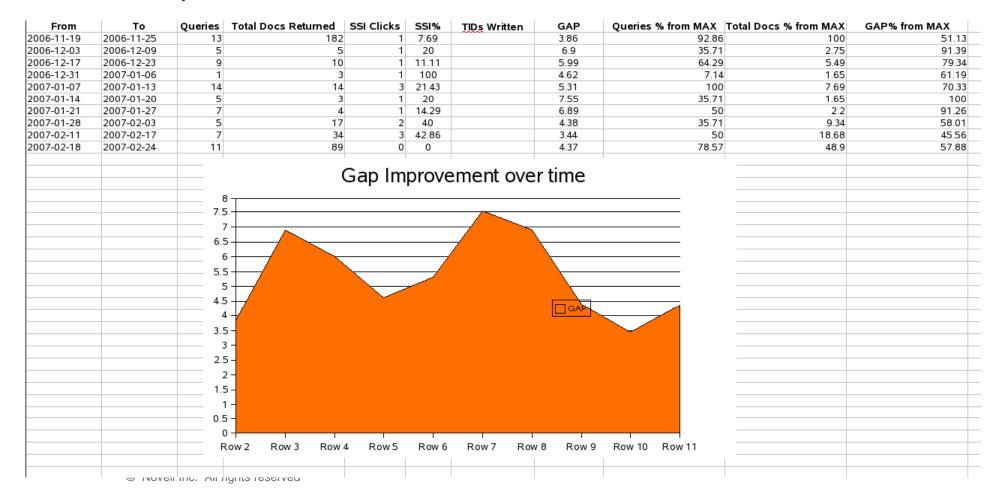


Knowledge Base Tuning

- Analytics
 - Assess "Knowledge Gaps"
 - Identify weak areas
 - Author content to fill gaps
 - Monitor improvement
- Quality Monitoring: "TID's"
- Best Bets
 - "Push" most relevant content to the TOP

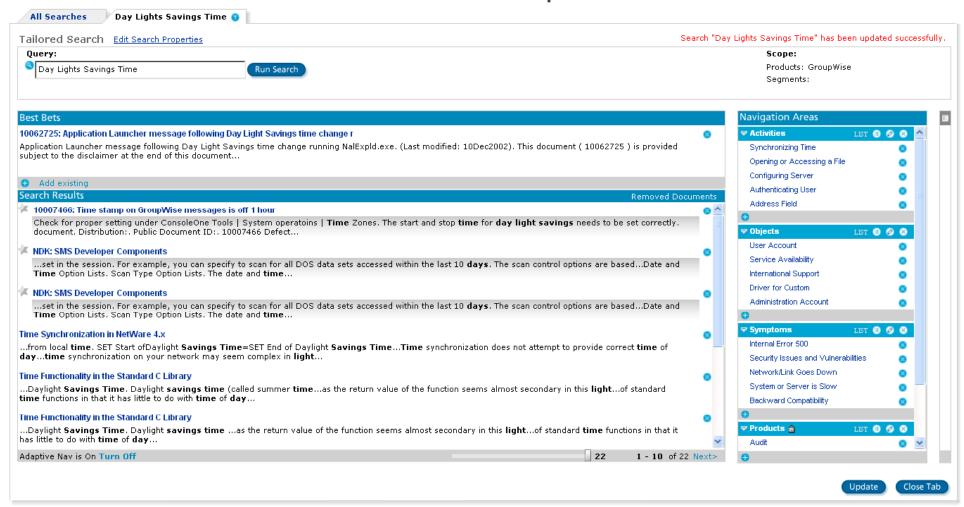
Knowledge Gap Report

- Regular Weekly Review and Tuning
- Super User Review and Cadence



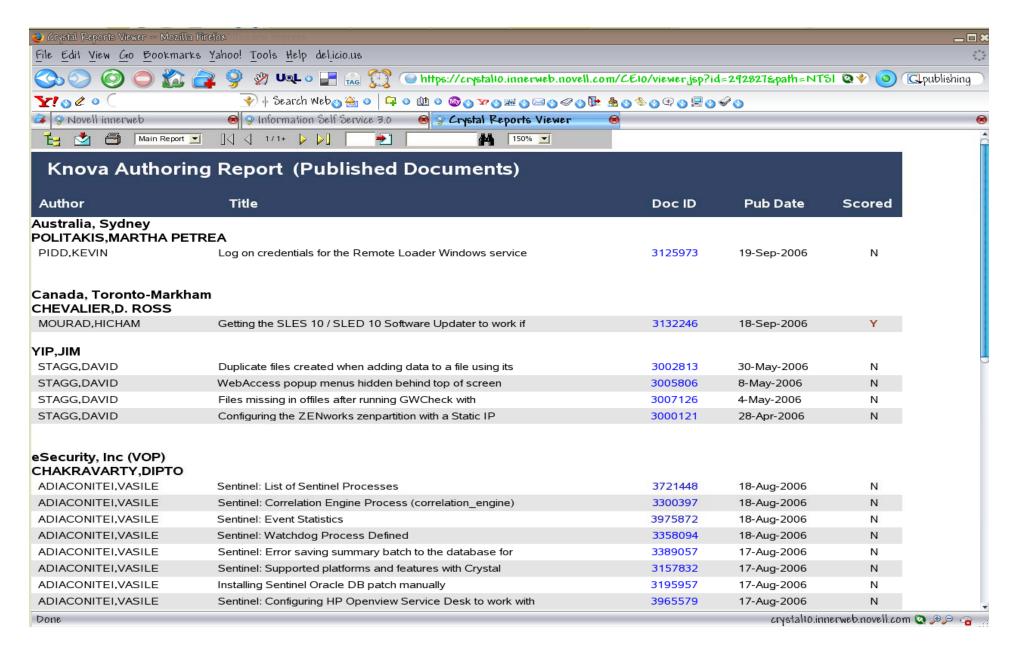
"Best Bets"

- Visual Search Manager
- "Push" most relevant to the top

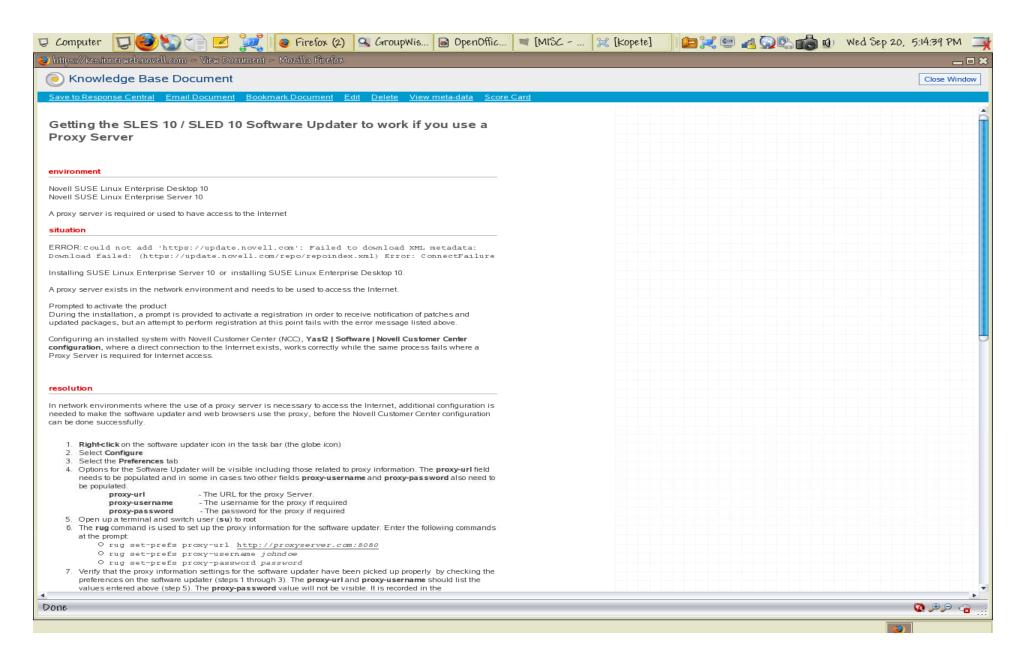




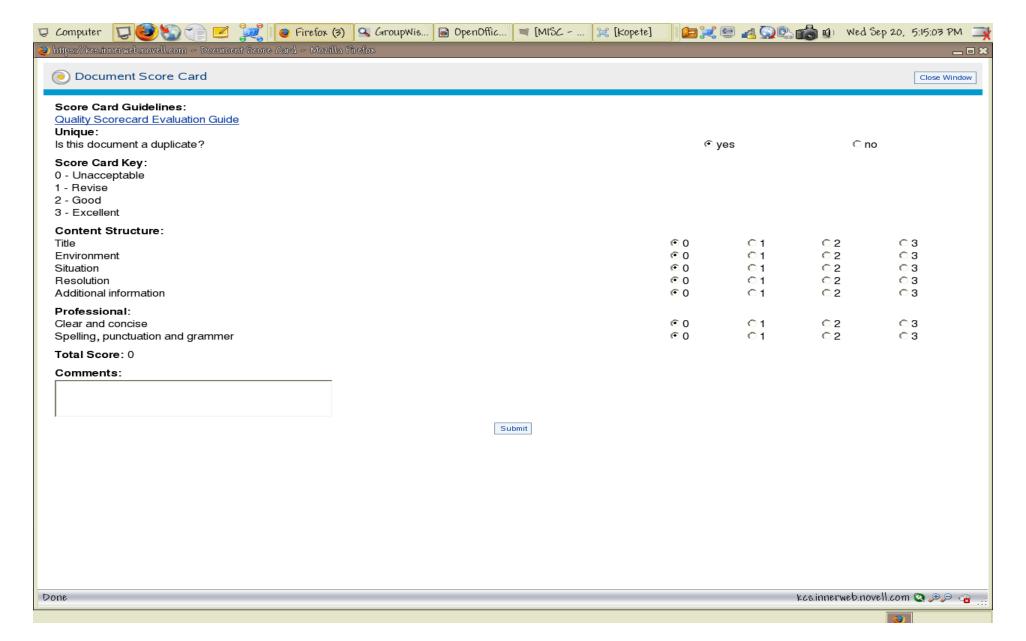
Authoring Report-Peer Evaluation



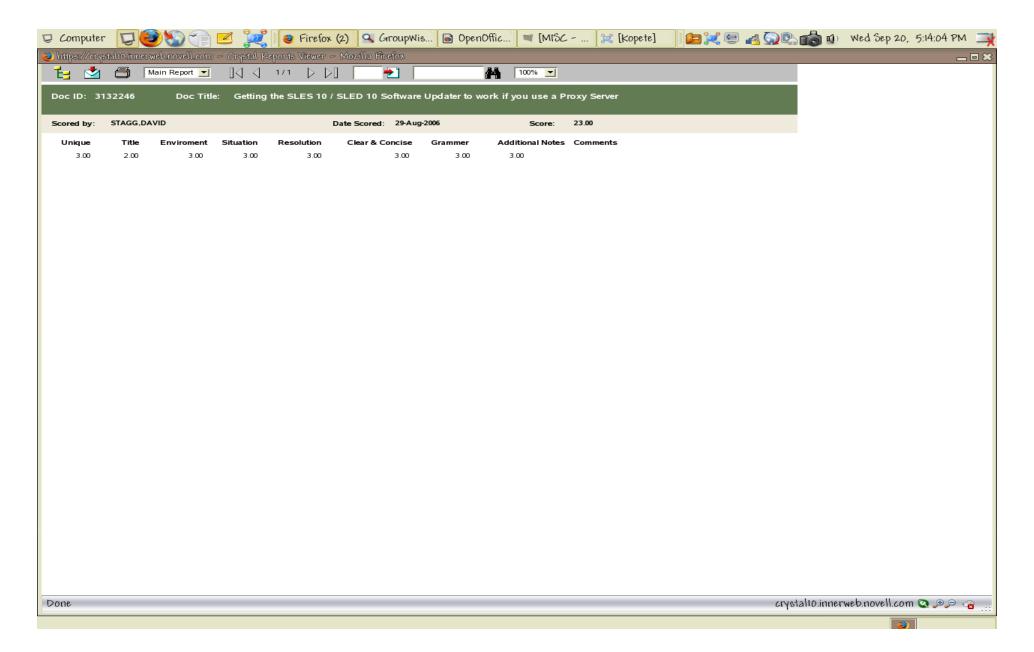
Score TID



Score Survey



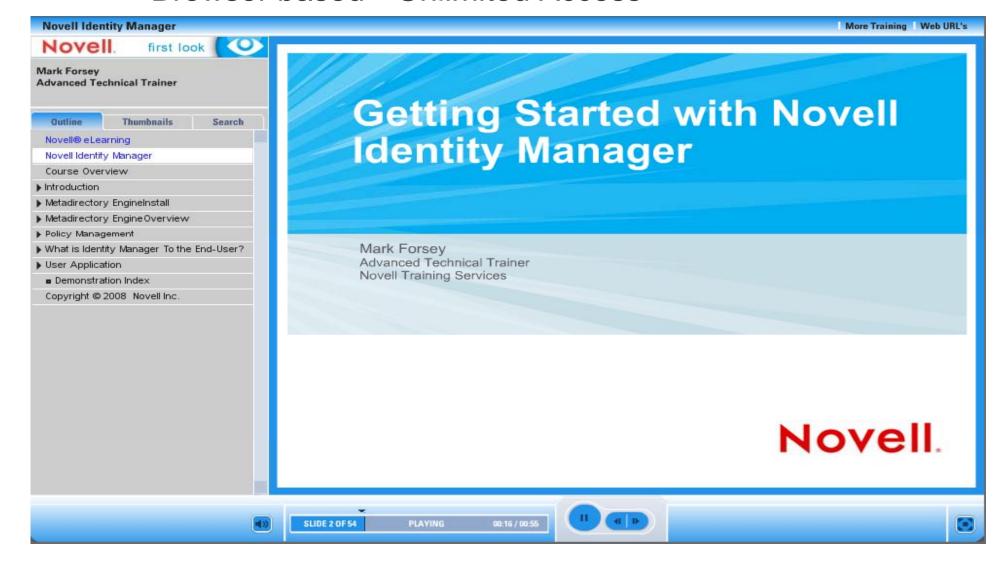
Score Results





On Line Training: "First Look"

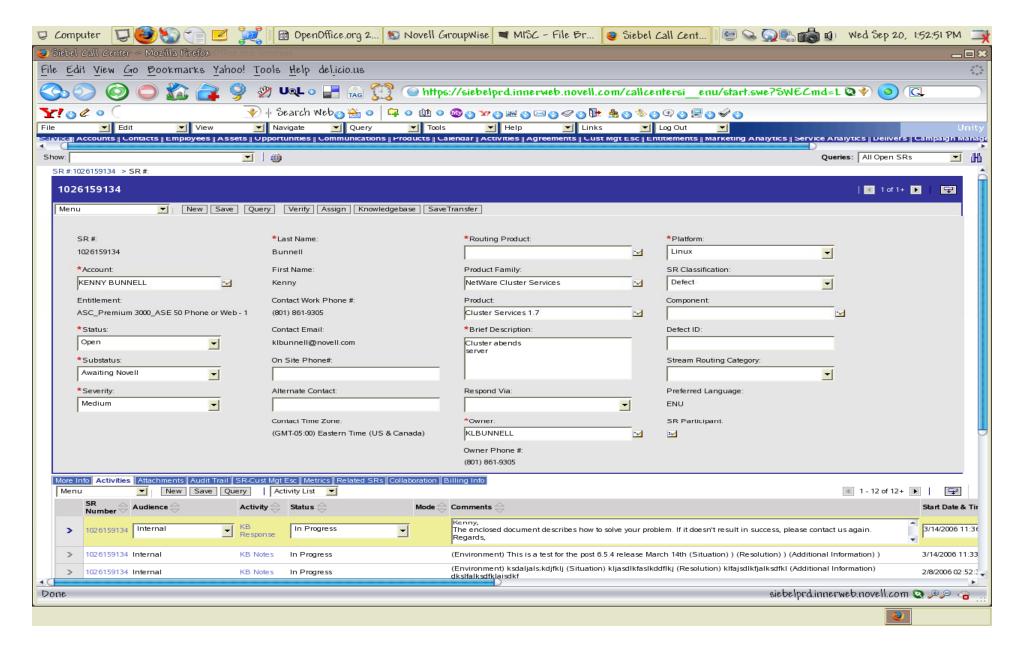
- Web Accessed Flash Videos
- Browser based—Unlimited Access



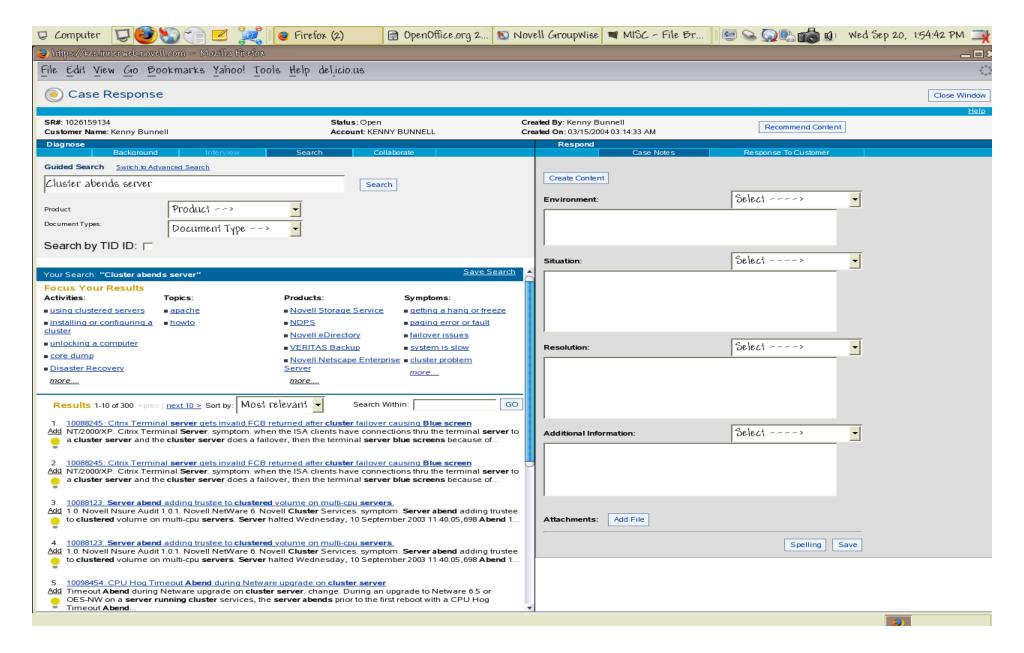
Authoring and Publishing Content

- Certification
- "Just in Time" Publishing
- Authoring in the "work flow"
- Customers and Partners as Contributors
- Quality Check process
- Key Points
 - Recognize the right behavior
 - > Contribution
 - Heavily involve users (super user program)
 - It's a marathon not a sprint
 - Technology as an enabler not a cure

Capturing in the Workflow



Authoring in the "Workflow"



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NOT the efficiencies we are looking for:





"Day Break" is the next Horizon



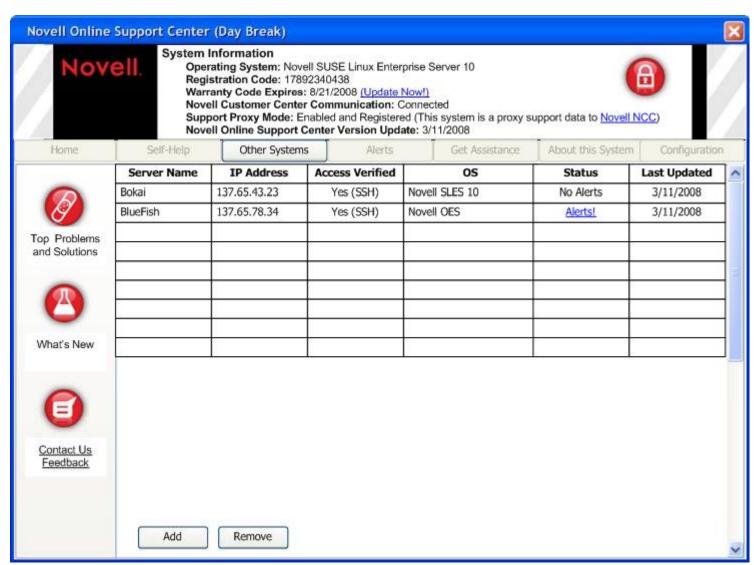
Business Driver	Business Objectives
Support Efficiency	 Provide proactive support automation to customers Focus resources on support activities that cost less and that scales Reduce the time-to-resolution to our customer-base Enable customers to solve support issues by themselves Move support functions closer to the ITIL standards
Product Differentiation	 Ensure that Novell products are easier to support than its competitors Create a support ecosystem and infrastructure that competes with Red Hat Network or Microsoft Live OneCare
Support Partnering	 Enable Novell partners to easily implement and support Novell products across cross-platform environments Create a potential revenue opportunity that will encourage partners to implement and support Novell products

Customer Interface Self Help

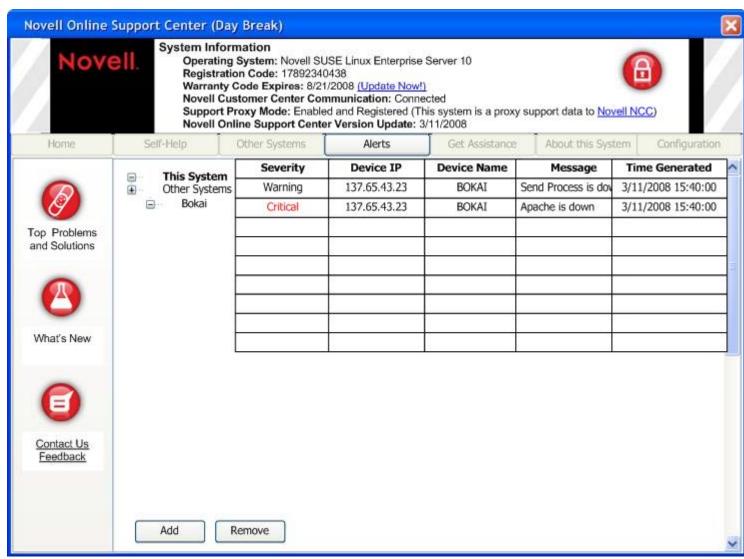


Client Interface

Device List

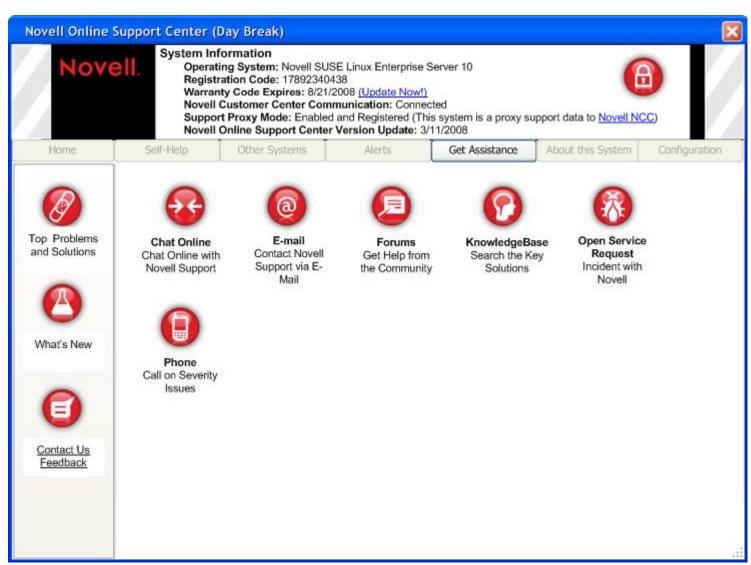


Customer InterfaceAlerts



Customer Interface

Assistance



Q & A

- Thank you!
- Kenny Bunnell
- · klbunnell@novell.com



Plan...or your path may lead to...

