



Service Excellence by Design

Tom Floodeen

Vice President & General Manager

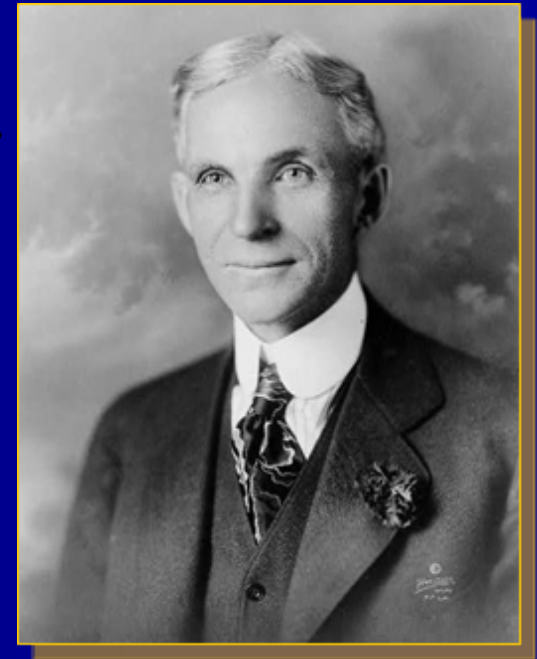
Customer Support Division

Mentor Graphics Corporation

A Culture of Service

"A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly high."

--Henry Ford



A Culture of Service

- Show up with passion – without passion, it's just another job.
- Involve everyone in the organization in your vision, their contribution, and how you will measure results.

Vision: Which Way is North?

[Home](#) [SupportNet](#) [Mentorweb](#) [SalesConnect](#) [Tom's Columns](#) [Tools](#) [Search](#)



CSDNet



Congratulations to the Worldwide PADS Team
Winners of the Q2 CSD Team Award [Click for details](#)

[Home](#)

[Events Calendar](#)

[Customer Feedback](#)

[Customer Training](#) ▶

[CSD Projects](#) ▶

[FUSE \(Support Sales\)](#)

[Global Accounts](#)

[Key/Focus Accounts](#)

[Marketing](#) ▶

[People and Teams](#) ▶

[Reports Portal](#) ▶

[Support Processes](#) ▶

[Support Systems](#) ▶

[Technical Publications](#)

[The Old CSD Site](#)

Which Way Is North?



Which Way Is North? Why would I ask such a question? If we were all out in the middle of a forest and I told everyone to go north, only those that knew which way was north would reach the correct destination.

In our real lives, the goals and objectives of CSD represent the direction north. If each of you has a different idea as to what our goals and objectives are, then it is very likely that many of you are working to accomplish the wrong things. For CSD to be successful every employee needs to know what our goals and objectives are. We all then would be working toward the same goal. In other words, we would all be headed north.

The vision of CSD is to eliminate barriers between our customers and their success. In support of this goal we want to do it in the fastest possible way. We know from experience that even during our best months we only respond to 50% of the customers within 1 hour and 90% in about 2 hours. We also know that if the web knows the answer to the question, the customer can have access to that answer in just a few seconds. Not all of our customers know this. Many of them are still calling us because they are not aware of how good our SupportNet self-help has become.

So which way is north?

Getting to Award-Winning Support

- Listen
- Learn
- Take Action
- Measure
- Repeat



Getting to Award Winning Support

■ Listen

■ Learn

■ Take Action

■ Measure

■ Repeat



Listen

"Customers are part of the conversation. Users have changed from consumers to participants."

--Mike Moran, IBM



Listen

- Annual Customer Satisfaction Survey
- Service Request Incident Survey
- SupportNet Transaction Survey
- Formal Usability Labs
- Web-site Beta Programs
- User Groups / Communities
- Ad-hoc Feedback



Annual Satisfaction Survey

- Most comprehensive worldwide customer research in company
- 2007 was seventh year
- Measures importance/satisfaction across 47 attributes
- Response rates: 12% - 15%
- 4 languages
- Resulted in Corporate Quality Award

Service Request Incident Survey

- Importance & satisfaction for CAE* interaction
- Oldest feedback vehicle
- Response rates: 20% to 29%
- 4 languages

1. How would you rate your overall satisfaction with Mentor Graphics' Customer Support Services?

2. If you knew of someone who was purchasing Mentor Graphics' products, what is the likelihood that you would recommend Mentor Graphics' Customer Support Services to that person?

3. If asked, how likely are you to recommend renewal of your support agreement?

4. Please rate the importance to you and your satisfaction with the handling of your service request in each of the following areas:

Attribute	Importance	Satisfaction
Ease of initially reaching the Customer Applications Engineer (CAE)	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
CAE's product knowledge	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
CAE's concern for my issue	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
CAE's understanding of the product's application to my design process	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
Updates from the CAE on the status of my service request	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
Timeliness of solution	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>
Effectiveness of solution	<input type="text" value="Click here ->"/>	<input type="text" value="Click here ->"/>

5. Please share any comments you have in the space below:

6. Prior to contacting Customer Support, did you attempt to resolve your issue by using the SupportNet KnowledgeBase, accessible through SupportNet, the Mentor Graphics customer support website?
 Yes
 No

*CAE = Customer Applications Engineer

SupportNet Transaction Survey

- Since Jan 2005
- For visits within last 24 hours
- Daily invitations that expire in 7 days
- 2 languages
- Email alerts for low ratings

Mentor Graphics SupportNet Survey

Within the last 24 hours, you visited SupportNet, the Mentor Graphics customer support website. To continue to provide our customers with the best all around support in the industry, we would appreciate it if you would take a few minutes to answer a few questions about your experience. Thanks for your help.

1. What was your primary reason for visiting SupportNet?

- Search SupportNet to troubleshoot a technical problem
- Access user manuals/documentation
- Open a Service Request
- Review the status of previous Service Requests or defects
- Look up specific product information (i.e., platform requirements, product features, training)
- Download a product update/patch/service pack
- Find Authorization Code (License file) information
- SupportPro newsletter link
- Other (please specify)

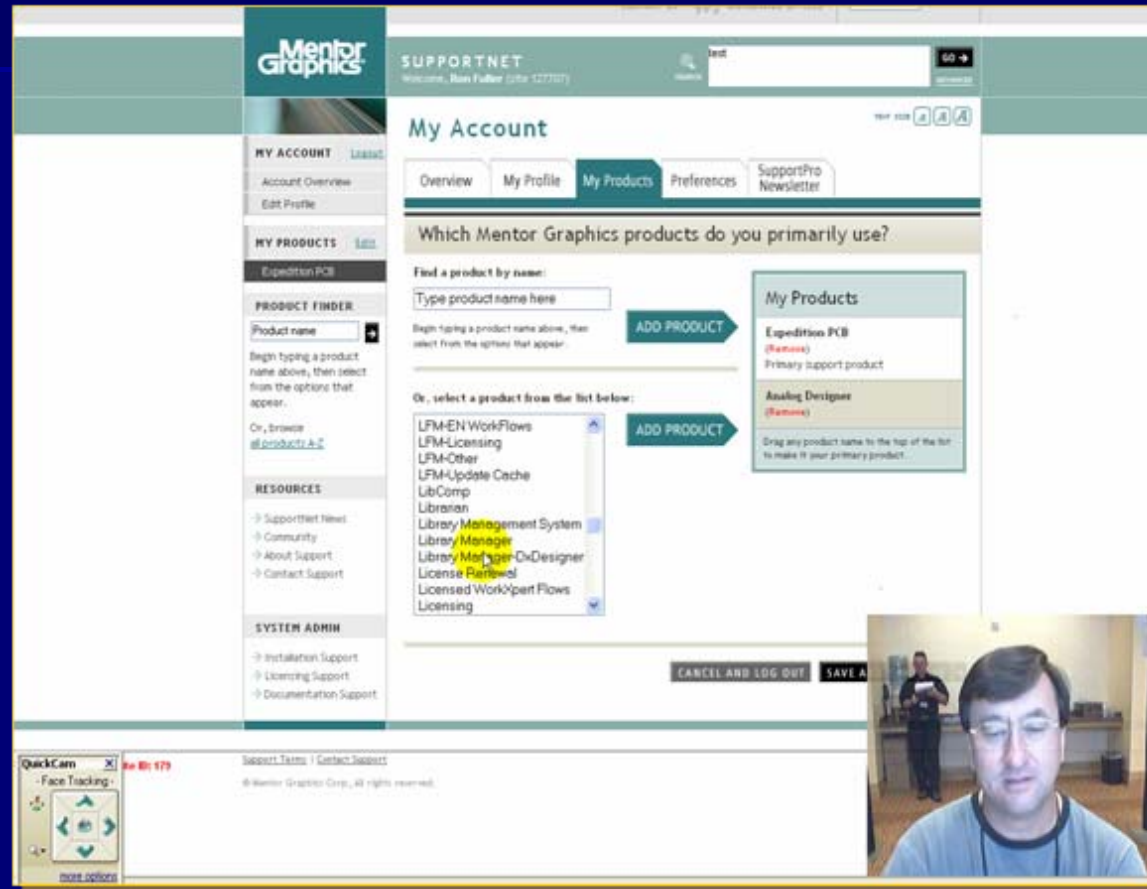
2. Please rate your overall satisfaction with your recent visit to SupportNet.

3. Were you able to accomplish the goals that prompted your visit?

- Yes
- No

Usability Labs

- Scripted interaction
- Record voice, face, hand movements
- Practical, real-time feedback on support, product & docs



Ad-Hoc Feedback

- *Every* email from the feedback form to CSD Executive Team
- My cell phone is published on SupportNet

Your Contact Information

First_Name

Last_Name

Email
⚠ corporate emails only please

Phone . x

⚠ example: US:1.503.685.7000x4356 or Great Britain:44.1635.811.411x4356

Company

Role

Country

Choose a Topic

a) SupportNet Web Site

b) Customer Support Services

c) Delivery and Licensing

d) Product Feedback

e) Service Requests

⚠ Please enter Service Request, Enhancement, or Defect Number above.

Provide Feedback

Please enter comments below:

Getting to Award Winning Support

- Listen
- Learn
- Take Action
- Measure
- Repeat



Learn

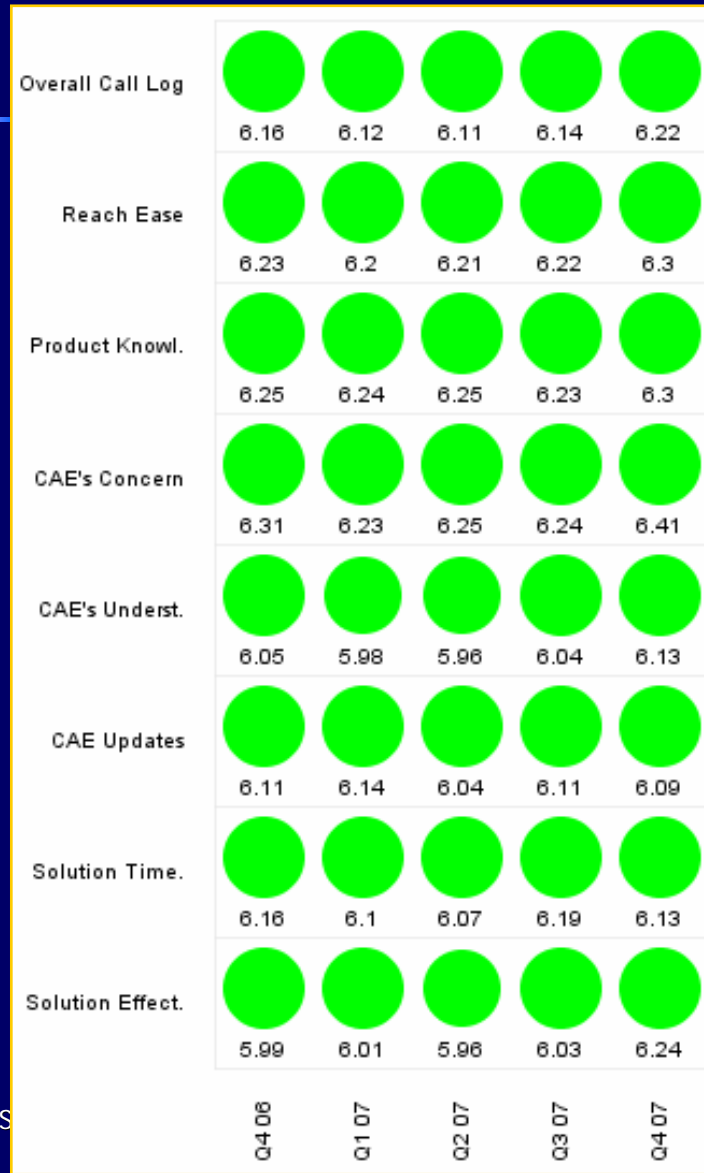
"Your most unhappy customers are your greatest source of learning."

-- Bill Gates

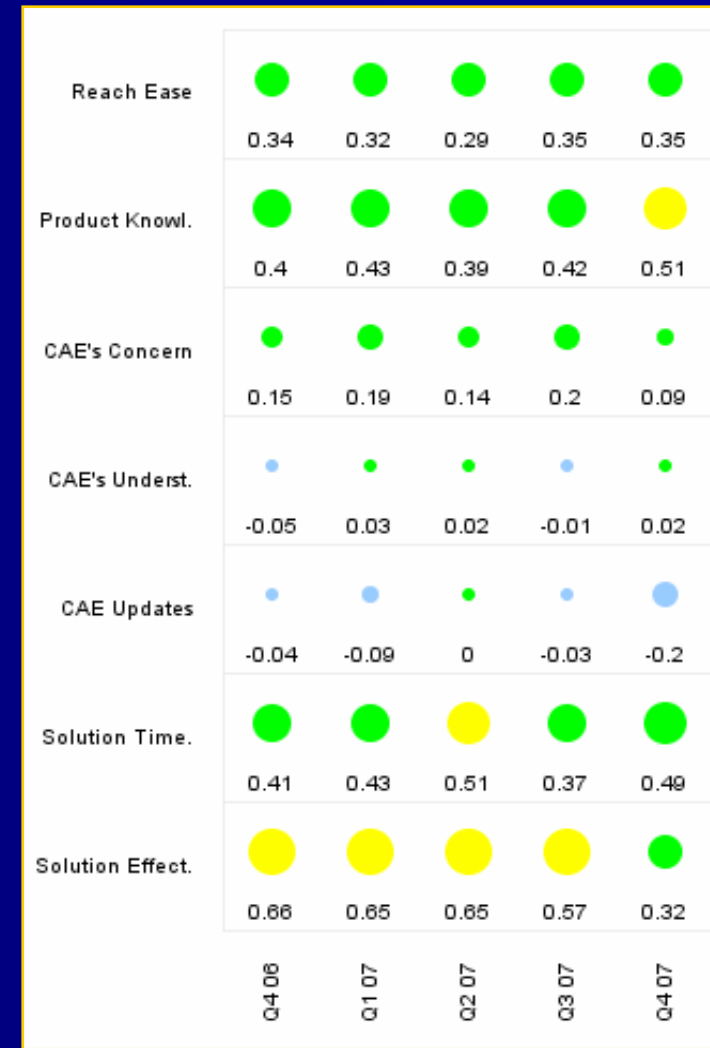


Service Request Incident Survey

Satisfaction

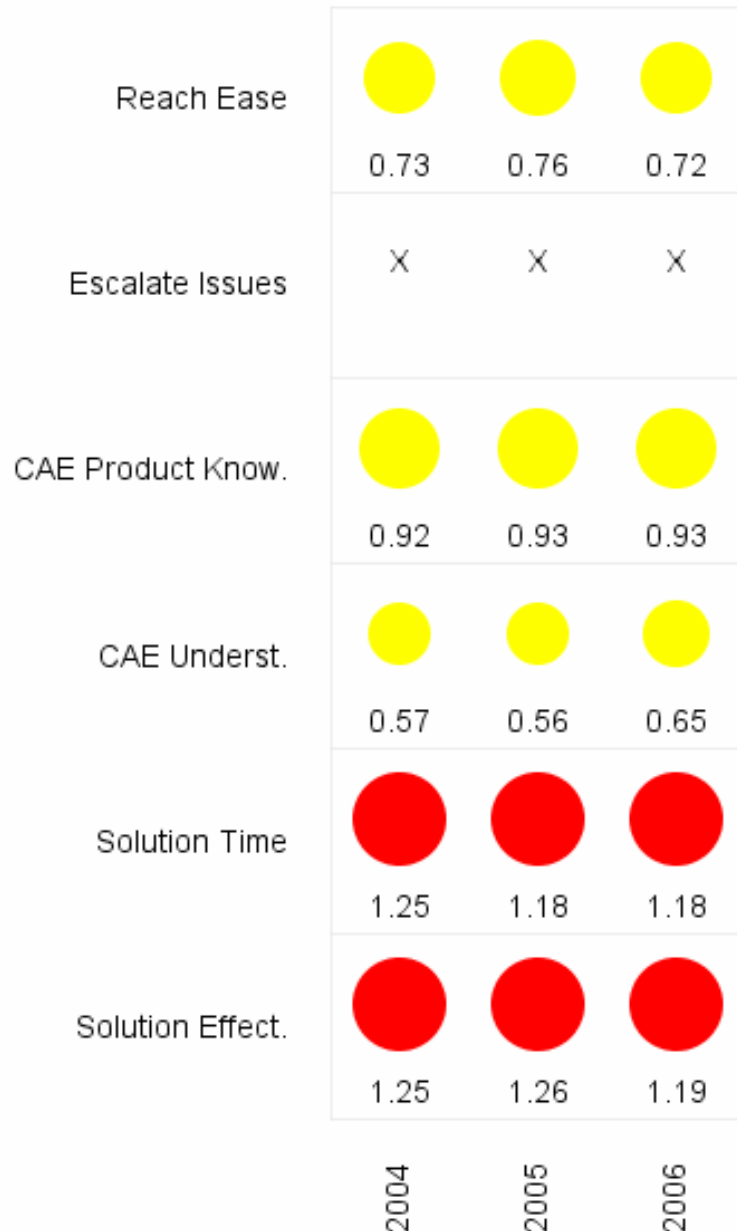


Gaps



Service Request Gaps by Year

Custom Sample/2004-2005-2006 N=18,828 2007-10-10 10:51



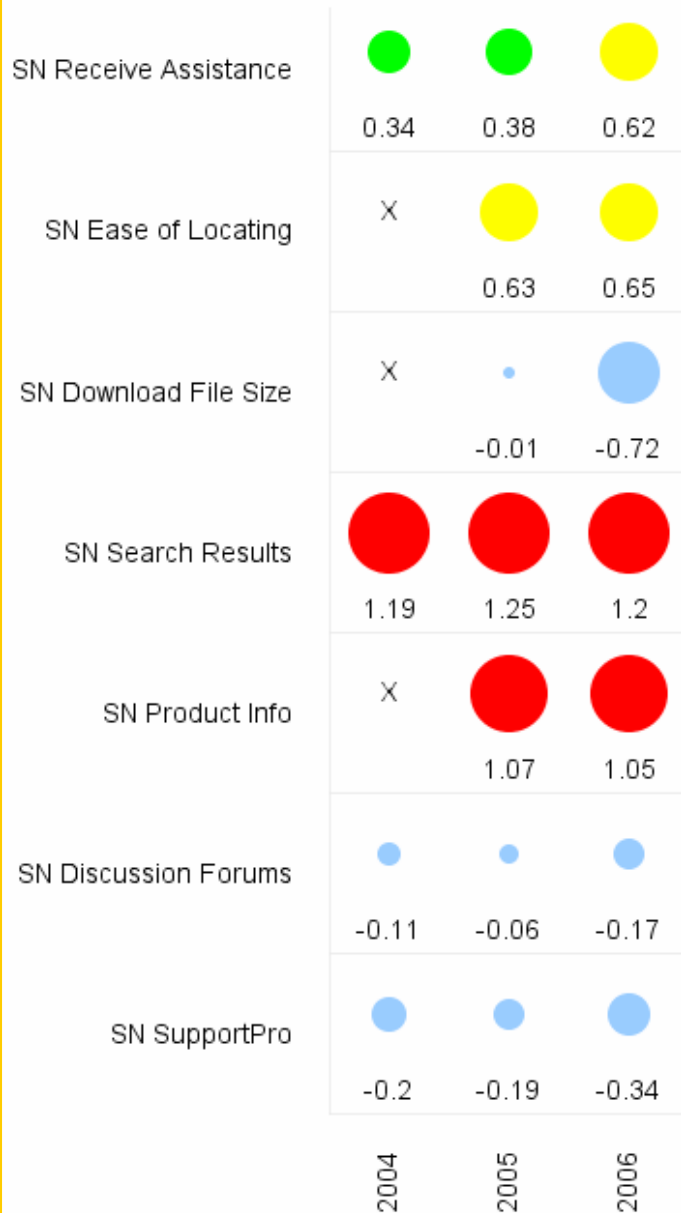
Annual Satisfaction Survey

Service Request Gaps:

- Solution time
- Solution effectiveness

SupportNet Gaps by Year

Show Table Show Chart Sample Custom Sample/2004-2005-2006

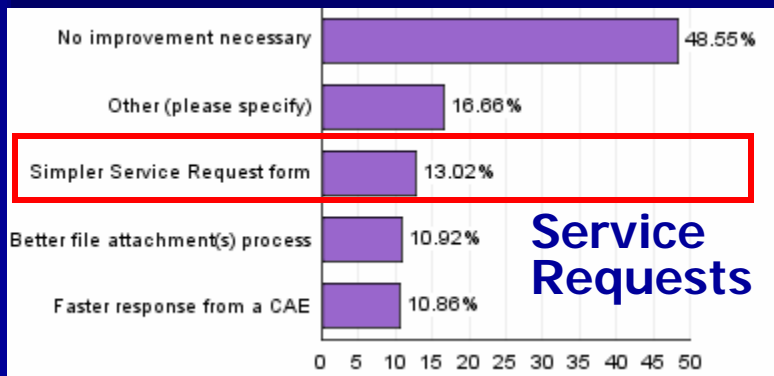
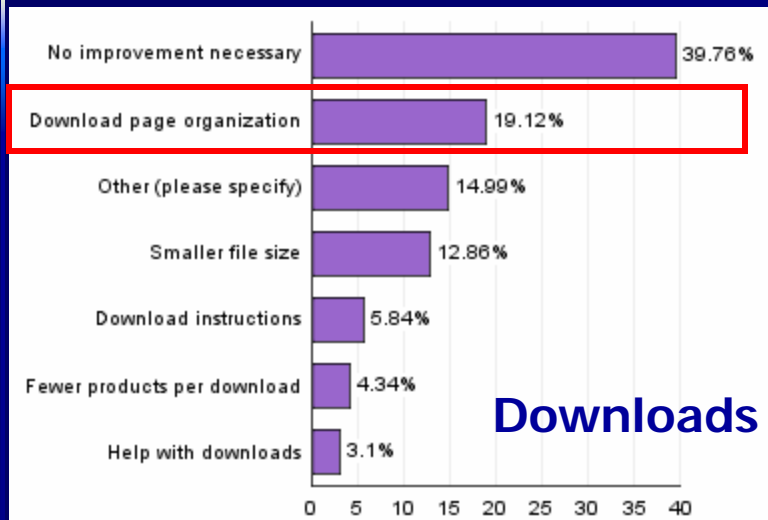


Annual Satisfaction Survey

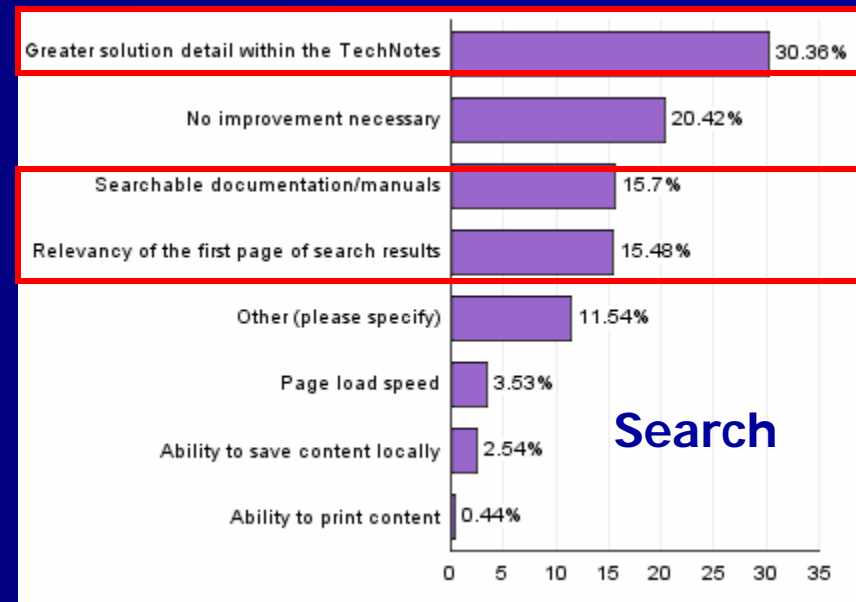
SupportNet Gaps:

- Search results
- Product info

SupportNet Transaction Survey



What area could Mentor improve?



Getting to Award Winning Support

- Listen
- Learn
- **Take Action**
- Measure
- Repeat



Take Action

*"You will never
plough a field if
you only turn it
over in your
mind."*

--Irish Proverb



Recent Action

Support Model Shift

From:
phone-centric
support

To:
web-centric
support



Vehicle for Changing Support : The New SupportNet

- Delivers product specific content
- Makes important tasks easy

Service Excellence by Design - November 2007

The screenshot displays the Mentor Graphics SupportNet interface. At the top, there are navigation links for PRODUCTS, SOLUTIONS, SUPPORT, TRAINING & SERVICES, and COMPANY. A search bar is present with the text "Type a phrase or question here to search". The main content area is titled "SUPPORT FOR Expedition PCB" and includes a "CHOOSE FLOW" dropdown menu set to "Expedition>DCDV>Layout>Expedition PCB". Below this, there are tabs for Overview, Troubleshoot, Downloads, Reference, Service Requests, and System Admin. The "Troubleshoot" tab is active, showing a "I want to:" dropdown menu with "select troubleshooting task" selected. Below this, there are sections for "Top Troubleshooting Issues" and "Recently Published". The "Downloads" tab is also visible, showing "Current Releases" with links to "Expedition Flow 2005 SPac3" and "Expedition Flow 2005 SPac1". The "Service Requests" section has a "Find by SR #" dropdown and "Open a New SR" and "SR History" links. The "Reference" section includes "How-Tos & Tutorials" with links to "Creating a Trace Neck Down" and "Changing the Corner Type of a Plane Shape". The "AppNotes" section has a link to "Introduction to Mask Generator".

Gaps for Search Results & Product Info

- Choose primary product
- Search your specific products

The screenshot displays the Mentor Graphics SupportNet interface. At the top, there is a navigation bar with links for PRODUCTS, SOLUTIONS, SUPPORT, TRAINING & SERVICES, and COMPANY. A search bar is located in the top right corner, containing the text "Type a phrase or question here to search" and a "SEARCH" button. Below the search bar, there is a dropdown menu for "SUPPORT FOR" with "Expedition PCB" selected. A "CHOOSE FLOW" dropdown menu is also visible, showing "Expedition>DCDV>Layout>Expedition PCB". The main content area is divided into sections: "Troubleshoot" (with a "select troubleshooting task" dropdown), "Downloads" (with "Current Releases" and "Service Requests" subsections), and "Reference" (with "How-Tos & Tutorials" and "AppNotes" subsections). The left sidebar contains "MY ACCOUNT", "MY PRODUCTS", "PRODUCT FINDER", and "RESOURCES".

Gap for Solution Time

- Streamlined troubleshooting
- Targeted searches

The screenshot displays the Mentor Graphics SupportNet interface for Expedition PCB. The top navigation bar includes links for PRODUCTS, SOLUTIONS, SUPPORT, TRAINING & SERVICES, and COMPANY. A search bar is highlighted with a red box, containing the text "Type a phrase or question here to search" and a "SEARCH" button. Below the search bar, the user is logged in as Helinda Pyrch (site: 10672). The main content area is titled "SUPPORT FOR Expedition PCB" and features a "CHOOSE FLOW" dropdown menu set to "Expedition>DCDV>Layout>Expedition PCB". A secondary navigation bar includes tabs for Overview, Troubleshoot, Downloads, Reference, Service Requests, and System Admin. The "Troubleshoot" section is highlighted with a red box and contains a "I want to:" dropdown menu set to "select troubleshooting task". Below this, the "Top Troubleshooting Issues:" section lists several articles with their titles, dates, and star ratings. The "Downloads" section lists "Current Releases" with dates and "Service Requests" with a search field. The "Reference" section includes "How-Tos & Tutorials" and "AppNotes".

Improve Download Page Organization

- Prominent display of current release
- Easy access to related downloads

The screenshot shows a support page for Expedition PCB. The page has a green header with the 'SUPPORTNET' logo and a search bar. Below the header, there's a navigation menu with tabs for 'Overview', 'Troubleshooting', 'Downloads', 'Reference', 'Service Requests', and 'System Admin'. The 'Downloads' tab is highlighted with a red box. Below the navigation, there's a 'SELECT RELEASE' dropdown menu set to 'Expedition Flow 2005 SPac3 - June 2007'. The main content area features a 'Current Release' section with a prominent download button for 'Expedition Flow 2005 SPac3 June 2007', also highlighted with a red box. Below this, there's a 'Related Downloads' section with several links to other software releases. At the bottom, there's a 'Release Documentation' section with a table of documents.

SUPPORTNET
Welcome, Melinda Pyrch (site: 10672)

SEARCH Type a phrase or question here to search SEARCH →
Search All My Products ADVANCED

SUPPORT FOR Expedition PCB

CHOOSE FLOW → Expedition>DCDV>Layout>Expedition PCB

Overview Troubleshooting Downloads Reference Service Requests System Admin

SELECT RELEASE → Expedition Flow 2005 SPac3 - June 2007

Current Release

↓ Expedition Flow 2005 SPac3
June 2007
Note: download will open in a pop-up browser window

Request software on CD
My Order History

Related Downloads

- [Automation Releases](#)
- [Dx-Expedition Translators](#)
- [ODB++ Translators](#)
- [WG2004 / SDD2004 Client/Server Installer](#)
- [PADS Layout/Expedition Design and Library Translator](#)
- [Expedition 3D Viewer](#)
- [PCB Browser for Board Station RE, Expedition PCB, and Design Capture](#)

Release Documentation

Note: links open in a new browser window.

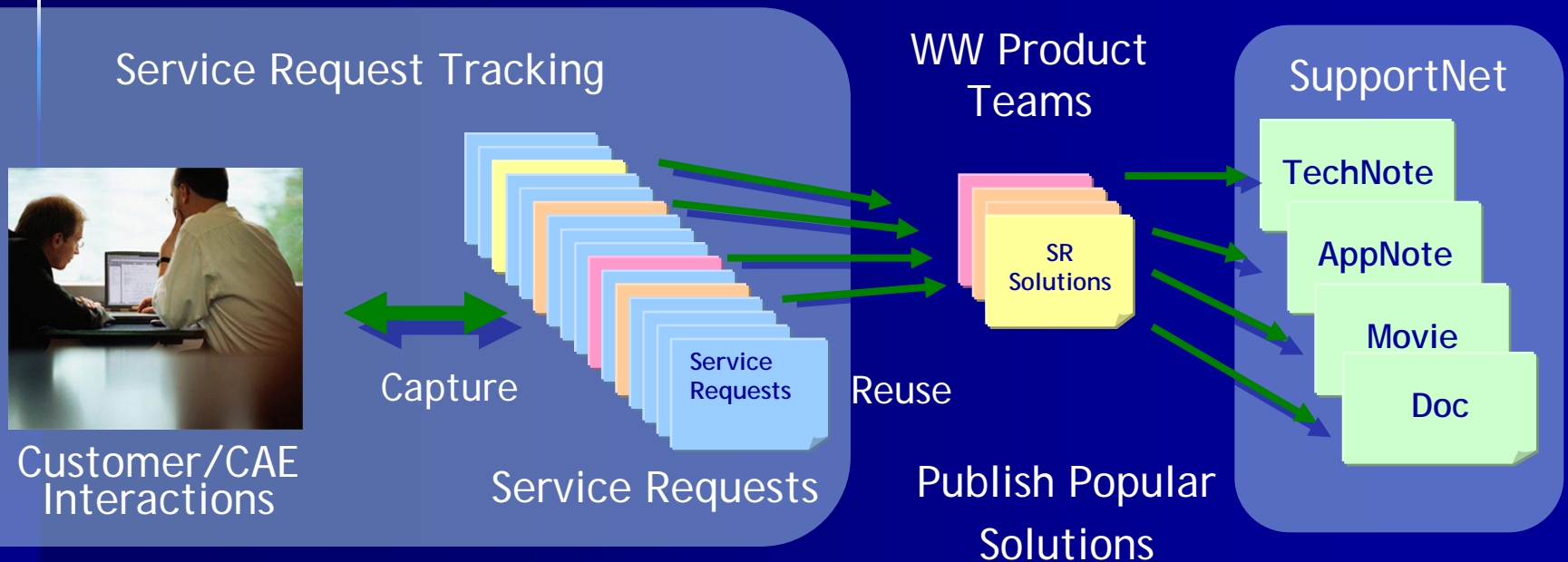
DOC NAME	VERSION	FORMAT
What's New in Expedition Enterprise 2005.1	2005.1	PDF

Gap for Knowledge Effectiveness



- Knowledge Lifecycle
 - Right content at the right time
- Knowledge Centered Support
 - Solve a problem once, reuse many times
 - Capture solutions in the daily workflow
 - Emphasize quality of content over quantity

Gap for Knowledge Effectiveness



Knowledge Management

Benefits of Support Shift

- Increase customer satisfaction with better, faster answers 24 x 7
- Deliver world-class support to an expanding base without growing CSD headcount
- Improve employee efficiency by sharing knowledge internally and externally
- Create capacity to pursue revenue opportunities

Learnings

- Our employees are our most valuable asset
 - They are still the source of most knowledge
 - SupportNet does not *replace* our people (or personalized high-touch support)
 - SupportNet is a different way to *access* our people and their expertise
- Although the vision works for all products, regions, and customer segments, not all geographies are at the same level of maturity

Learnings

- Cost containment may result, but that is not the driver
 - Faster answers, increased satisfaction, growing revenue are drivers
 - Web support isn't free: it takes a large investment in resources to establish a quality web site—and that investment results in value customers should be willing to pay for

Getting to Award Winning Support

- Listen
- Learn
- Take Action
- **Measure**
- Repeat



Measure



"If you don't measure something, you can't change it."

--Mitt Romney

Support: Key Metrics

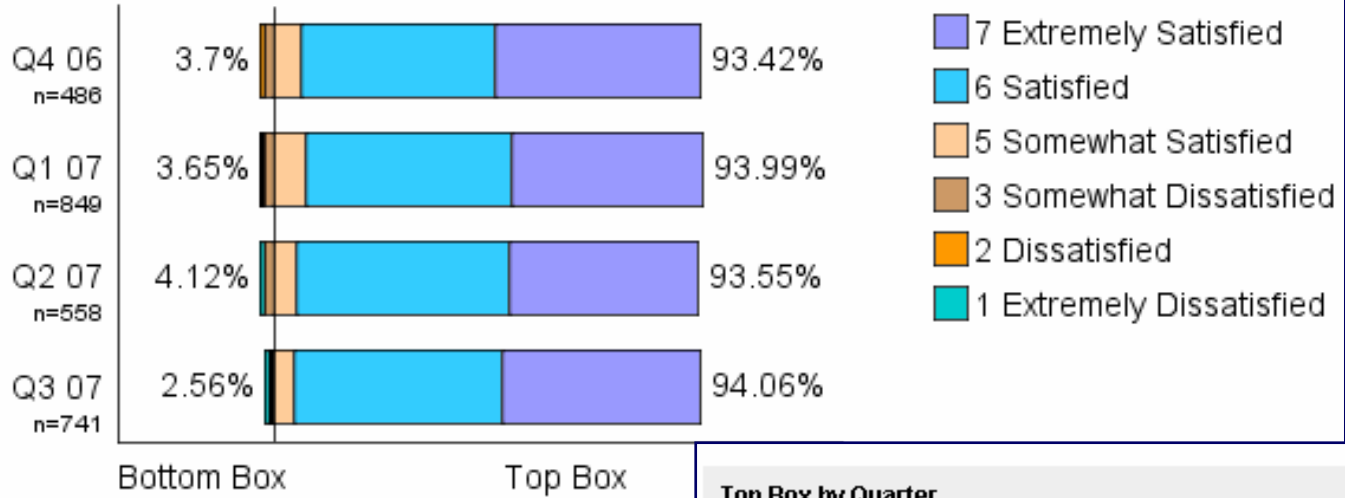
- Overall customer satisfaction* (SR Incident Surveys) – remained high during a period of significant change
- Response time for web-opened Service Requests
- Customer reported web troubleshooting success
- Unique visitors viewing web-based content

*From Service Request Incident Survey

World Class Customer Satisfaction

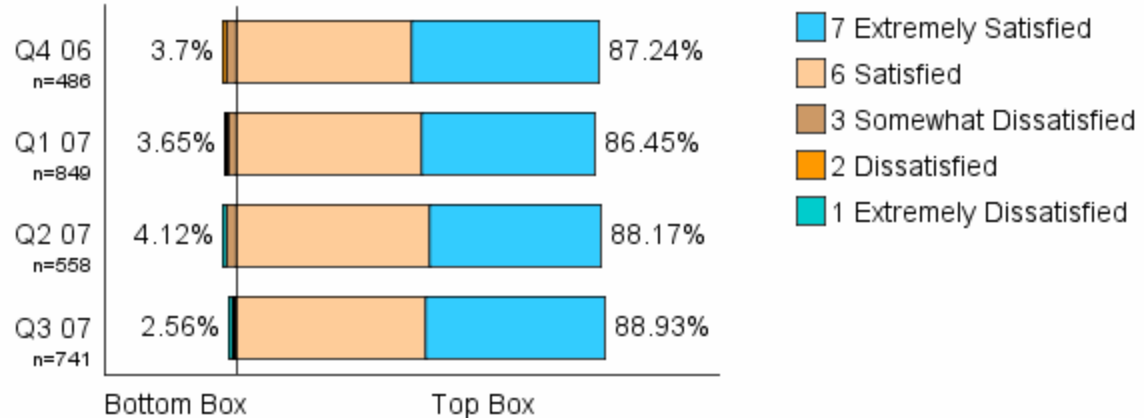
Overall Satisfaction by Quarter

All N=2,634 2007-10-01 08:57



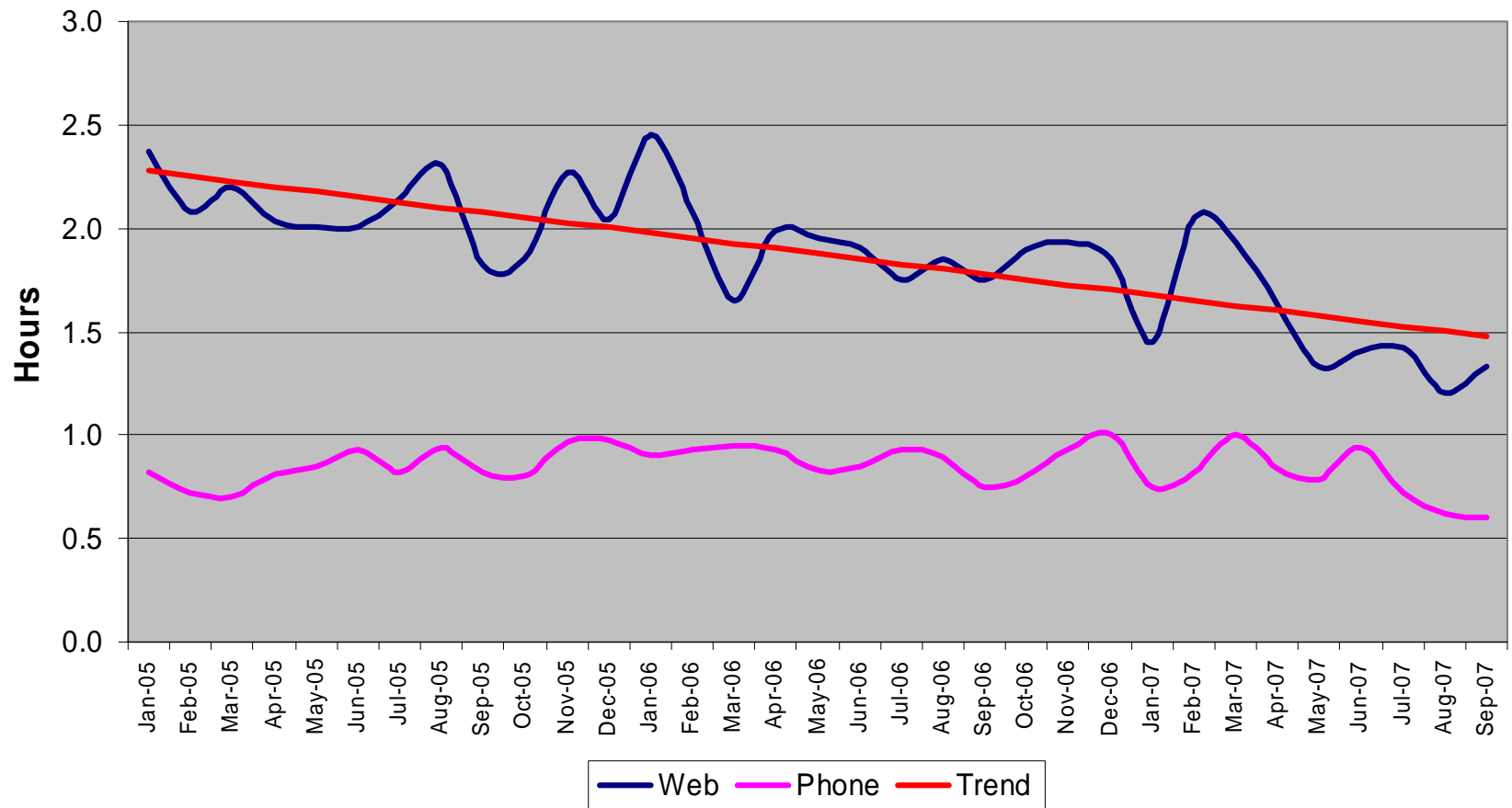
Top Box by Quarter

All N=2,634 2007-10-01 08:57



Response Time

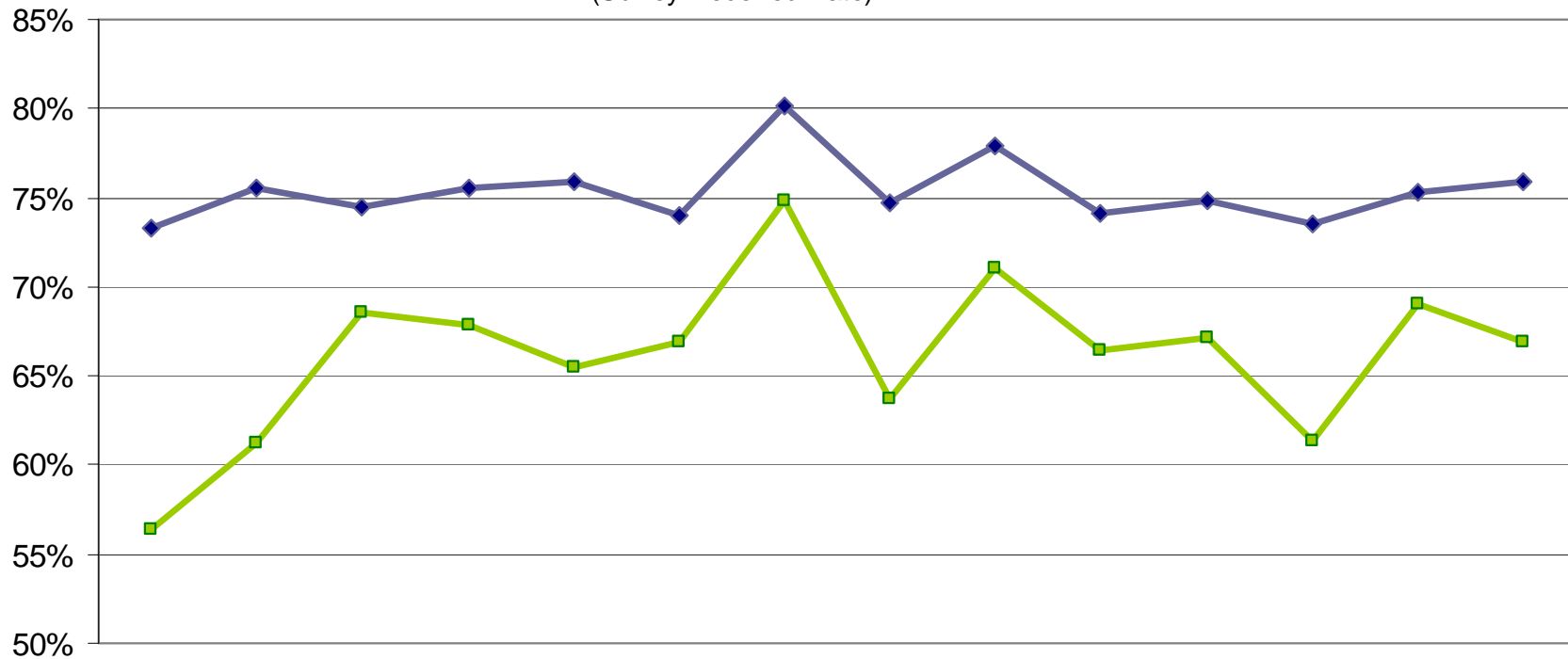
North America 90th Percentile Response Times



SupportNet Survey: Success Rates

SupportNet Success Rates

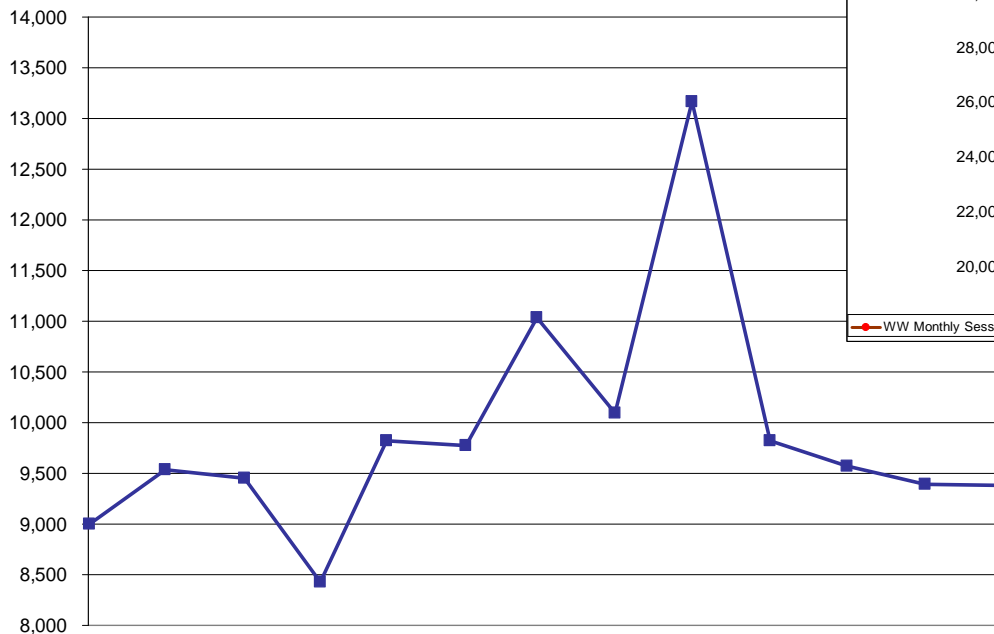
(Survey Received Date)



	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Success Overall	73%	76%	74%	76%	76%	74%	80%	75%	78%	74%	75%	74%	75%	76%
Troubleshoot Success	56%	61%	69%	68%	65%	67%	75%	64%	71%	66%	67%	61%	69%	67%

Unique Visitors / Sessions

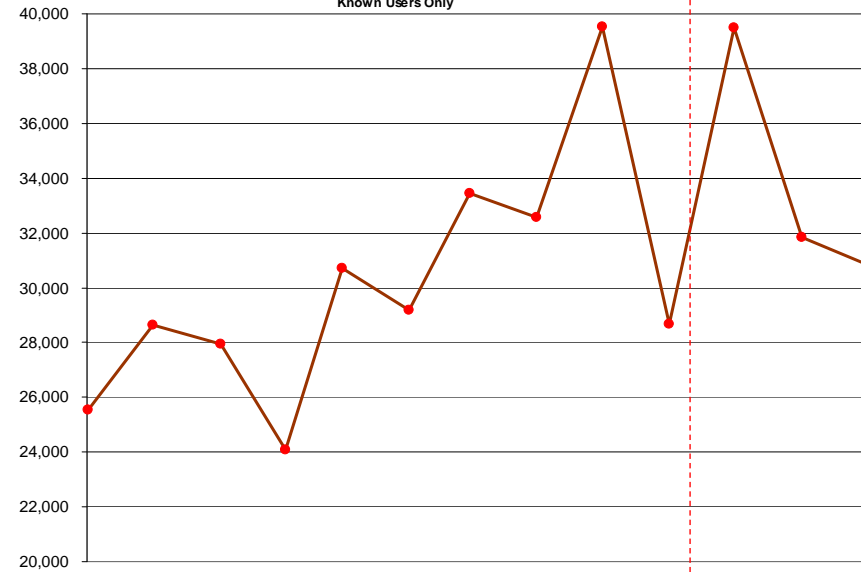
SupportNet Unique Visitors/Month



	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
■ WW Unique Visitors	9,000	9,540	9,448	8,426	9,823	9,772	11,034	10,096	13,165	9,817	9,568	9,398	9,377
% Growth Over Jan '06	43%	52%	51%	34%	8%	7%	21%	11%	44%	8%	5%	3%	3%
% Growth Mth/Mth	-6%	6%	-1%	-11%	17%	-1%	13%	-9%	30%	-25%	-3%	-2%	0%

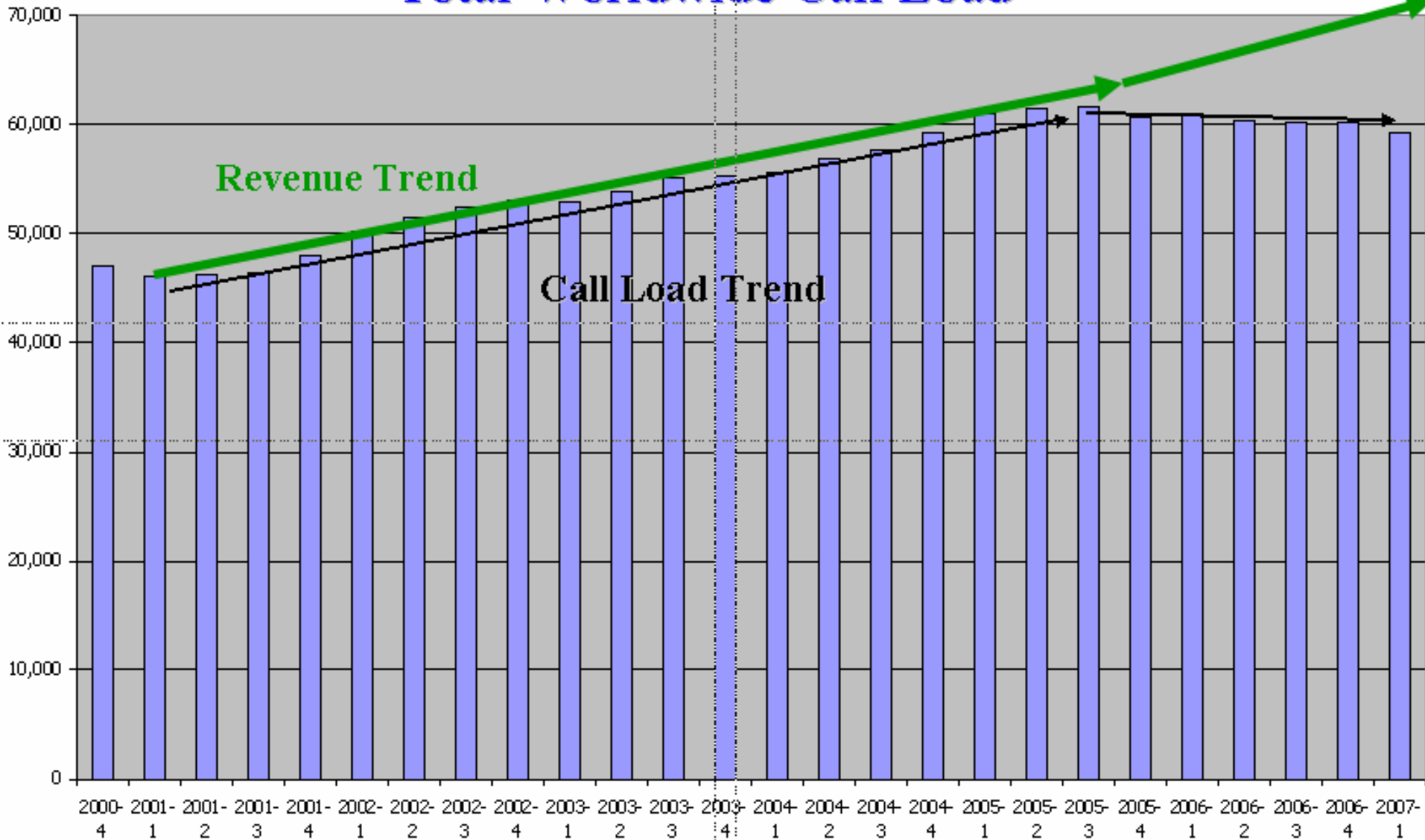
SupportNet Sessions/Month

Known Users Only



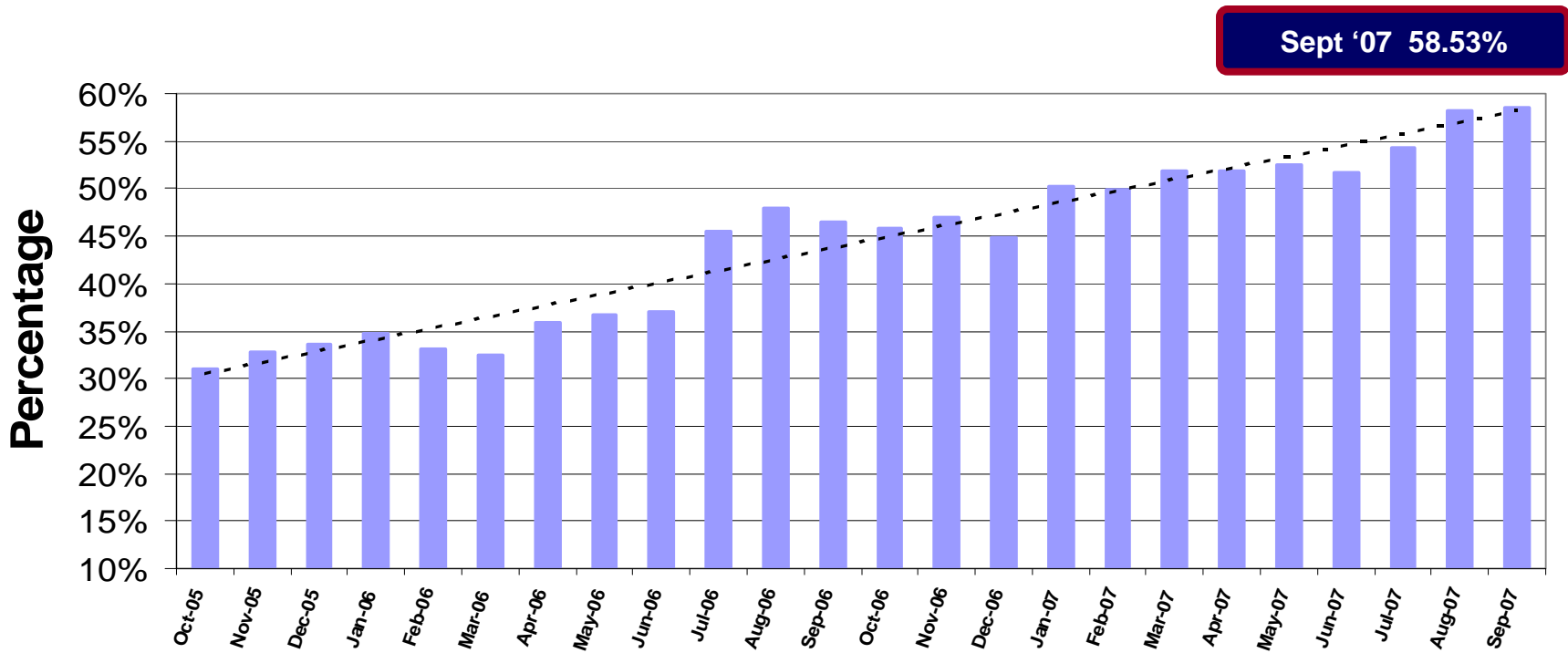
	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
● WW Monthly Sessions	25,521	28,626	27,954	24,083	30,703	29,193	33,444	32,585	39,514	28,682	39,480	31,842	30,811

Total Worldwide Call Load



Service Request Open Method

% of SRs Opened via SupportNet



Qualitative Metrics



Sent: Thursday, July 19, 2007 1:40 PM
Subject: Wow! supportnet is super!

I'm amazed. I go to file an SR and it asked me to search for answers. I type

Please describe a flow whereby for a path delay tests we can mask all scan cells except the capturing scan cell for the particular path.

which is probably not the first time this question has been asked (sort of).
It vectors me to the perfect tech note.

<http://supportnet.mentor.com/reference/technotes/public/technote.cfm?tn=mq30938>

Really cool!
Grady G.
DFT Architect

Getting to Award Winning Support

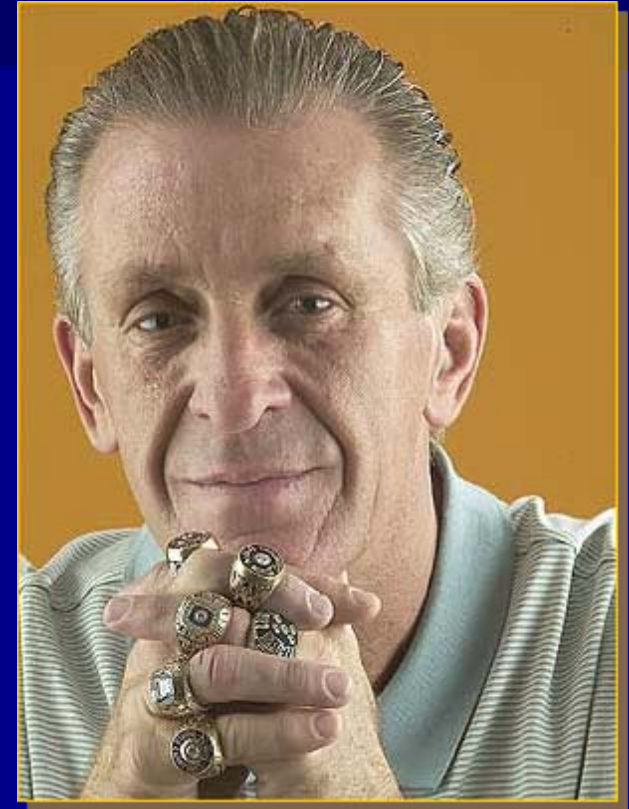
- Listen
- Learn
- Take Action
- Measure
- Repeat



Repeat

"Excellence is the gradual result of always striving to do better."

--Pat Riley



Constant Evolution

1999

- *October:* WV, SJ SCP Certification
- *December:* Siebel worldwide call tracking system
- *December:* Newbury SCP certification

April: First Annual Customer Satisfaction Survey

July: E-Base WW Entitlement, Quote & Licensing System

September: 5th STAR Award for Complex Support



November: Dedicated Global Accounts Support Team.

2000

2001

2002

2003

The Only 5-STAR Support in EDA



June: First Global Tracking System (GTS) enables "Support from Anywhere to Anywhere"

October: "SupportNet 1st" initiative to get customers to use web self-service

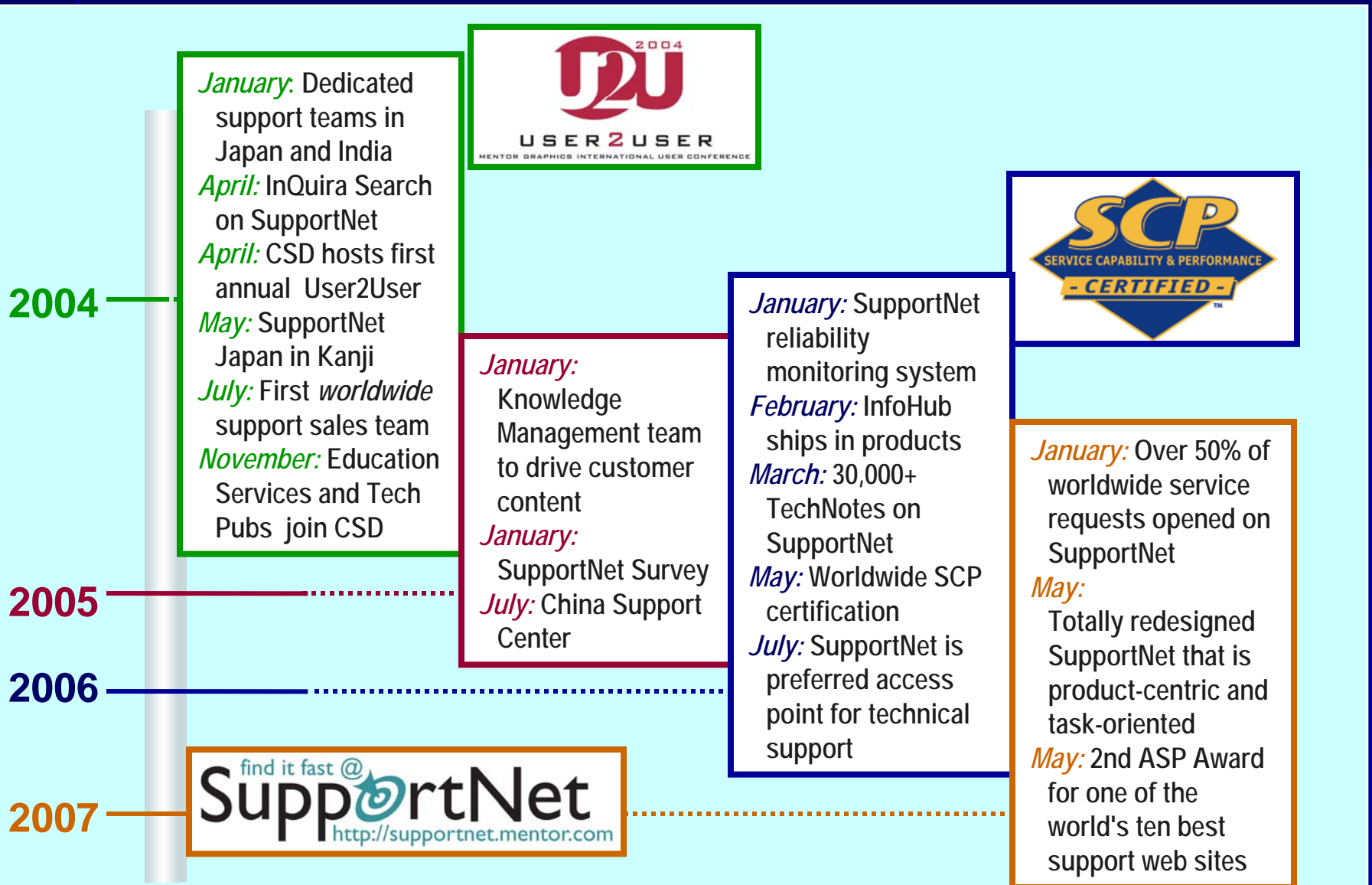


January: SupportNet "BiggestBrain" promotion

June: ASP award as one of ten best support web sites



Constant Evolution



The Only 5-STAR Support in EDA

Support Evolution

- In the beginning, it was easy
 - We built a web site & asked customers to come
 - Technology was king
- Now low-hanging fruit is gone
 - Technology is table stakes
 - Content is king
- Difficult to pick the best investments



SCP Standards

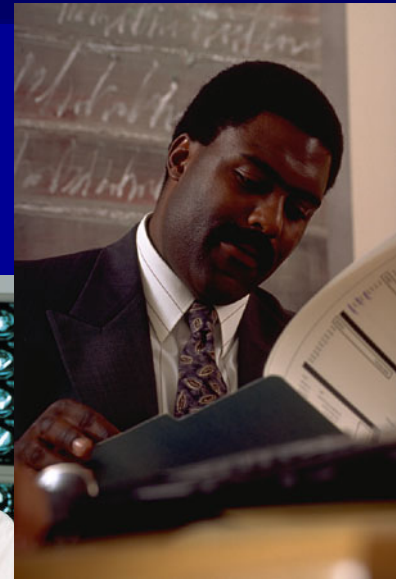


- Comprehensive annual audits measure Mentor against the standard
- Initial certification in 1999
- Worldwide certification in 2006 & 2007

SCP Benefits



- Consistent reliable implementation of key processes worldwide
- Better trained staff
- Focus on results
- Certified, repeatable process aids integration of frequent acquisitions



Investment Areas

- Requests for proactive assistance
 - Training
 - On-site Support
 - Strategic Accounts
 - Customer Communities
 - Knowledge Creation
- Non-SupportNet Service Requests are complex



Investment Areas

- Help drive success at large accounts
- Continued improvement of SupportNet infrastructure
 - Siebel Call Center 7 Upgrade
 - InQuira IM
 - ER Management web
 - Global training administration system
- Strategically improve our ability to train customers on new, advanced technology.

It Never Ends...



*"The road to success is
always under construction."*

--Lily Tomlin

Thank You!