World Wide Technology, Inc.

Customer Delight!

Professional Services

ePDIO Management Process Flow
Introduction

What is Customer Delight? How does Customer Delight differ from Customer Satisfaction?

Satisfaction is defined as the contentment one feels when one has fulfilled a desire, need, or expectation.

Delight is to take great pleasure or joy. These two simple words have a slightly different meaning, but all have a significant impact on the attitudes and behaviors of our
Organization Overview

Sales

Customer

Professional Services

Account Manager

Consulting Sales Engineer
Technical Architect

Business Manager
Delivery Manager

Project Manager
Delivery Engineer(s) & Solution Architects
Core Values

• Trust

• Humility

• THE PATH
Integrated Management & Leadership Process

8 KEY BUSINESS CONCEPTS

- Core Values
- Always Face Reality
- The Right People
- Difficult Decisions
- Rigor & Discipline
- Employee Matrix
- No Surprises
- Goals & Execute
Provide a level of service that far exceeds industry standard and that is acknowledged by our customers.
Delighted Customers

• **Federal Customer:** "I have worked with many engineers and just wanted to state that Steve Bartos is one of the best engineers I've had the pleasure to work with. He has great knowledge and insight to the workings of CUCM and Unity Connections. He spent a lot of time explaining what I needed to know to work with the new system. Steve is a great asset to your organization and highly represented your company."

• **Federal Customer:** “We have just finished a month long project (QoS & WAAS) with Chris Brooks this past Friday. I wanted to let you know the project was a complete success because of Chris' knowledge, work ethic and willingness to adapt to a hectic environment. He is very professional and an excellent ambassador for your company. We look forward to having him work with us on future projects.”
Customer Delight

Customer is overly impressed with the services provided and express their **delight** in partnering with WWT. Services provided are above industry standard.

**Effective communication, timely action and going the extra mile** for our customers will always benefit WWT and set us apart from our competition.

**Customer Delight is not a concept, it’s a WWT Brand.**
IF WE ARE GIVING FREE SERVICES TO RIGHT A WRONG, THEN WE HAVE NOT ACHIEVED CUSTOMER DELIGHT.

Customer Delight IS:
- An Experience of Exceptional Service
- Pro-active Communication
- Relationships
- Rigor & Process
- Professionalism

Customer Delight is NOT:
- False Escalation or Manipulation
- Unmanaged Scope Creep
- Compromise of Best Practices
- Requested (Asking Customer to write letter)
- Free Services
Understanding the objectives of our customers, and the driving factors of our delivery efforts, will provide clear vision in questionable circumstances.

Take the time to understand the why behind the scope. Success is not measured in scope alone. Our customers must execute their objectives to achieve Customer Delight.
BEING AN ACTIVE PARTICIPANT IN ACHIEVING YOUR CUSTOMER’S GOALS WILL PLACE YOU IN A “TRUSTED ADVISOR” STATUS

Vision Beyond the Scope IS:
- Understanding the customer’s needs
- Knowing how our scope will or will not achieve the customer’s objectives
- Understanding the customer’s business
- Big Picture Thinking

Vision Beyond the Scope is NOT:
- Just “Checking the Box”
- Blindly following the scope
- Distraction of objectives (Implementing unwanted tasks)
- Unmanaged Scope Change
ePDIO
engage · plan · design · implement · operate
**Objective**
To establish the business requirements, develop a high-level solution, and propose a Statement of Work (SOW) to the Customer.
**Objective**
To validate that the proposed solution will meet Customer expectations. A project plan facilitates management of tasks, critical milestones, and resources required to implement the solution.
EXECUTION

Objective
To develop a comprehensive detailed design that meets business requirements.

DESIGN

• Proven Design Workshop methodologies
• Extensive technical development of Low Level Design (LLD) & Acceptance Test Procedures (ATP)
• Dedicated architects for formal internal peer review of design & solutions approach
• Completion of detailed Project Plans
• Milestone Gate: Finalized Implementation Plan
EXECUTION

“Customer Delight” focused engineering staff

Issue resolution, quality audit & partner management processes

Customer participation in Acceptance Test Procedures (ATP)

Architect-level mentoring & peer review of scope deliverables

Milestone Gate: Approved & Signed ATP, and Draft Deliverables Package

Objective
To integrate the solution without disrupting the existing Customer infrastructure or creating points of risk.
Delighted Customer

- **Healthcare Organization:** “I just wanted to say thank you and tell what a pleasure it has been working with Bill Hatcher. Bill made the entire Call Manager install a very nice experience. His dedication to this job was superb. Myself and others have noticed how he pays attention to detail and takes the time to explain answers to our questions. He obviously knows his "stuff" and our install was made much easier by his expertise.”
Objective
To provide the Customer with information for day-to-day operations. This phase includes a focus on Customer Delight and achieving operational excellence of service delivery.

EXECUTION

- Comprehensive standard project deliverables
- Customer Delight Surveys
- Lessons Learned
- Success Stories
- Cisco Certified Training
- Managed Services Offerings
- Milestone Gate: Sent Final Deliverables Package, and Closed Project
Summary

• Satisfaction vs. Delight
• Professional Services Vision
• Professional Services Strategy
• ePDIO
Delighted Customers

• **International Automotive Organization:** "I wanted to send you a quick note following up with the good words that I had for your team at our last meeting. I wanted to reiterate how much I enjoyed working with Valerie Klein and wanted to commend her for her excellent performance on this project. She got thrown into the project after it had already gotten started and didn’t miss a step. She was professional in the way she handled herself, proactive in her approach to problems and issues, thorough in her communication and overall one of the best vendor project managers that I have worked with while here. I would be happy to work with Valerie and WWT team again in the future."

• **International Manufacturing Organization:** “As an extra note – World Wide Technology was FANTASTIC. They went way above and beyond our SOW with them to ensure we were successful.”
Questions?