



**World Wide Technology, Inc.**

**Customer Delight!**

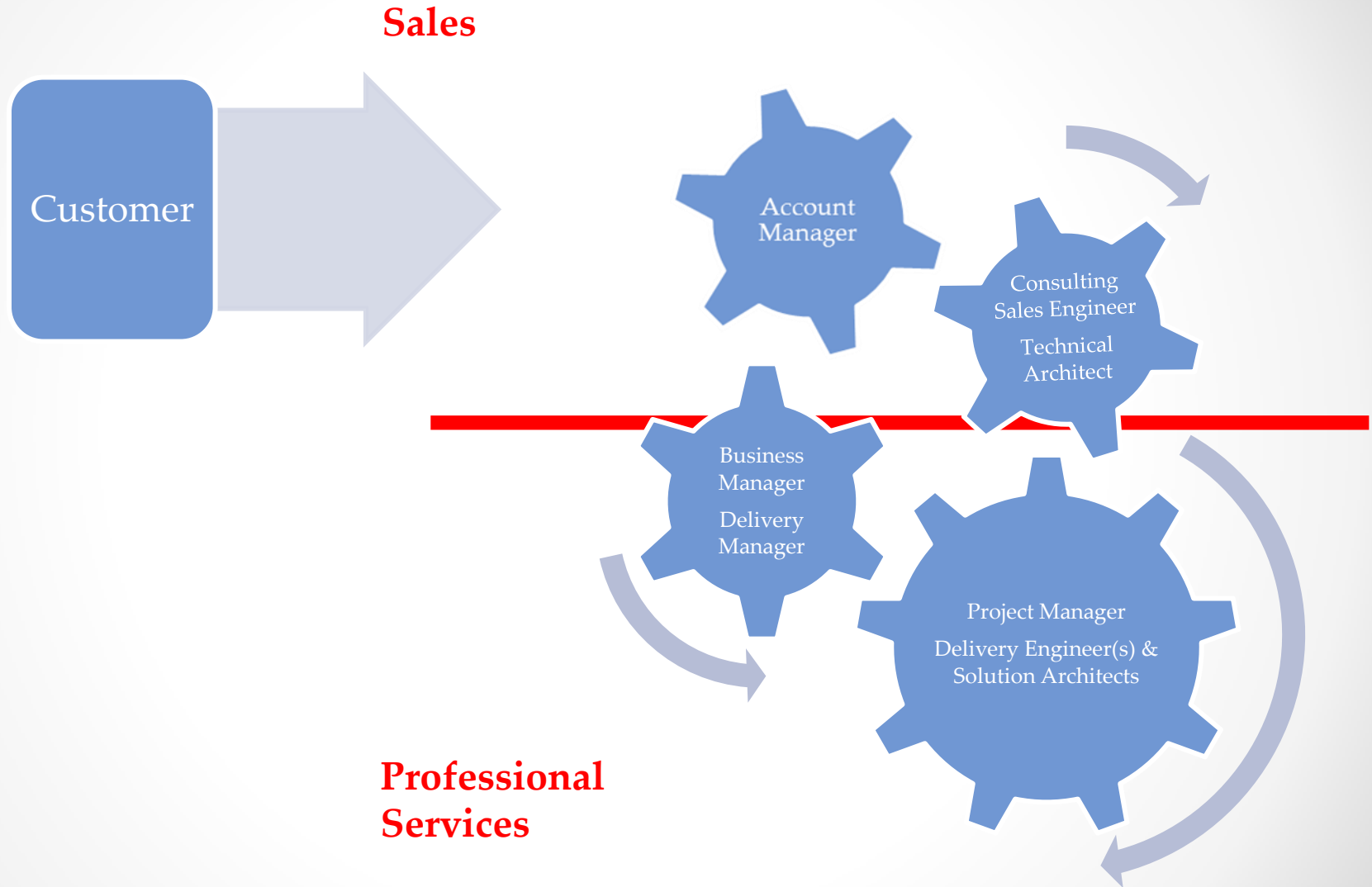
**Professional Services**

**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



Vision

Provide Revolutionary Technology Products, Services,  
and Supply Chain Solutions for Our Customers

**Core Values**

*The E-PATH to employee and company success*

- E**mbrace change and diversity of people and thought
- P**assion and a strong work ethic
- A**ttitude – be positive and open-minded
- T**eam player – proactively share ideas
- H**onesty and integrity

World Wide Technology Inc.

# Core Values

- Trust
- Humility
- **THE PATH**

# Integrated Management & Leadership Process



# Professional Services Vision

---



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



# Professional Services Strategy

## VISION BEYOND THE SCOPE

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**.

### FLEXIBILITY MATRIX

	LEAST FLEXIBLE	MODERATELY FLEXIBLE	MOST FLEXIBLE
SCOPE	✓		
TIME			✓
MONEY		✓	





**vision beyond  
the scope**

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





---

engage · plan · design · implement · operate



# EXECUTION



## Objective

To establish the business requirements, develop a high-level solution, and propose a Statement of Work (SOW) to the Customer.



- High-Level Solution developed for customer by Sales Engineer & Sales Account Manager
- Detailed Level of Effort (LOE) produced by Sales Engineer
- Statement of Work (SOW) created by PS Price Analyst Team
- Extensive LOE and SOW approval process
- Milestone Gate: Won Project



# EXECUTION



## Objective

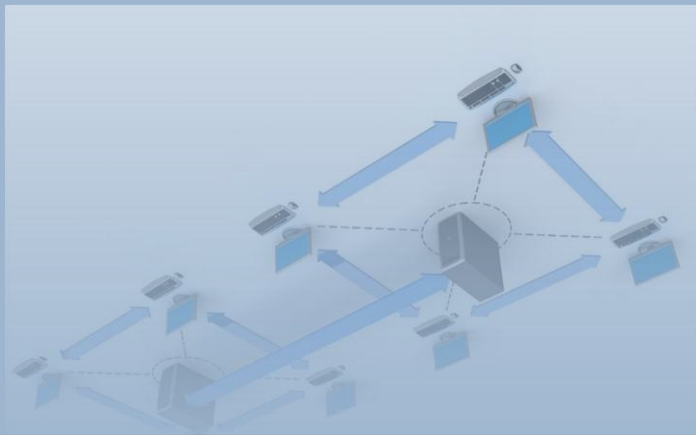
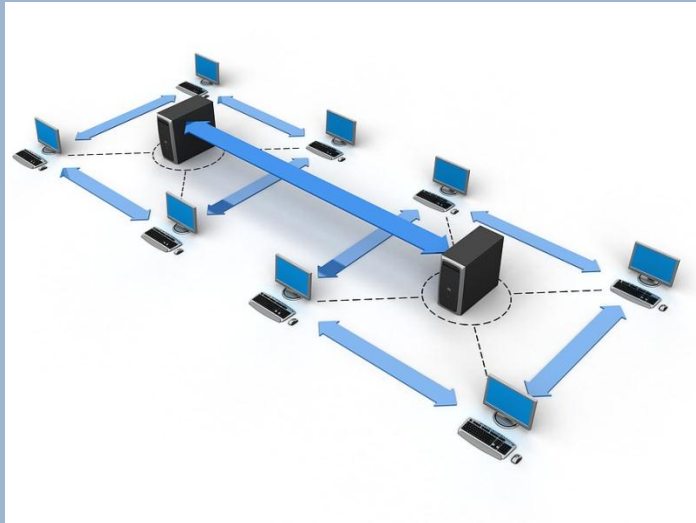
To validate that the proposed solution will meet Customer expectations. A project plan facilitates management of tasks, critical milestones, and resources required to implement the solution.



- Comprehensive process for assigning resources
- Risk-based management approach to technical and project planning
- Proven initiation methodologies (PLW)
- Standard Systems Requirements Packages (SRP) for all technologies
- Milestone Gate: Completed Project Charter & SRP



# 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



## Objective

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

# IMPLEMENT

- “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

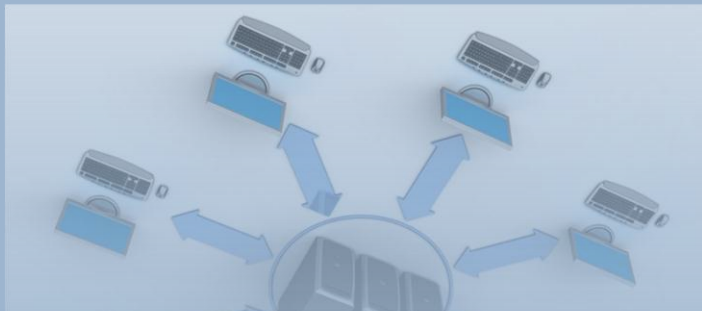


# Delighted Customer

- **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.”



# EXECUTION



## 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.

## OPERATE

- 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?

...

