



# **Ascend Communications**

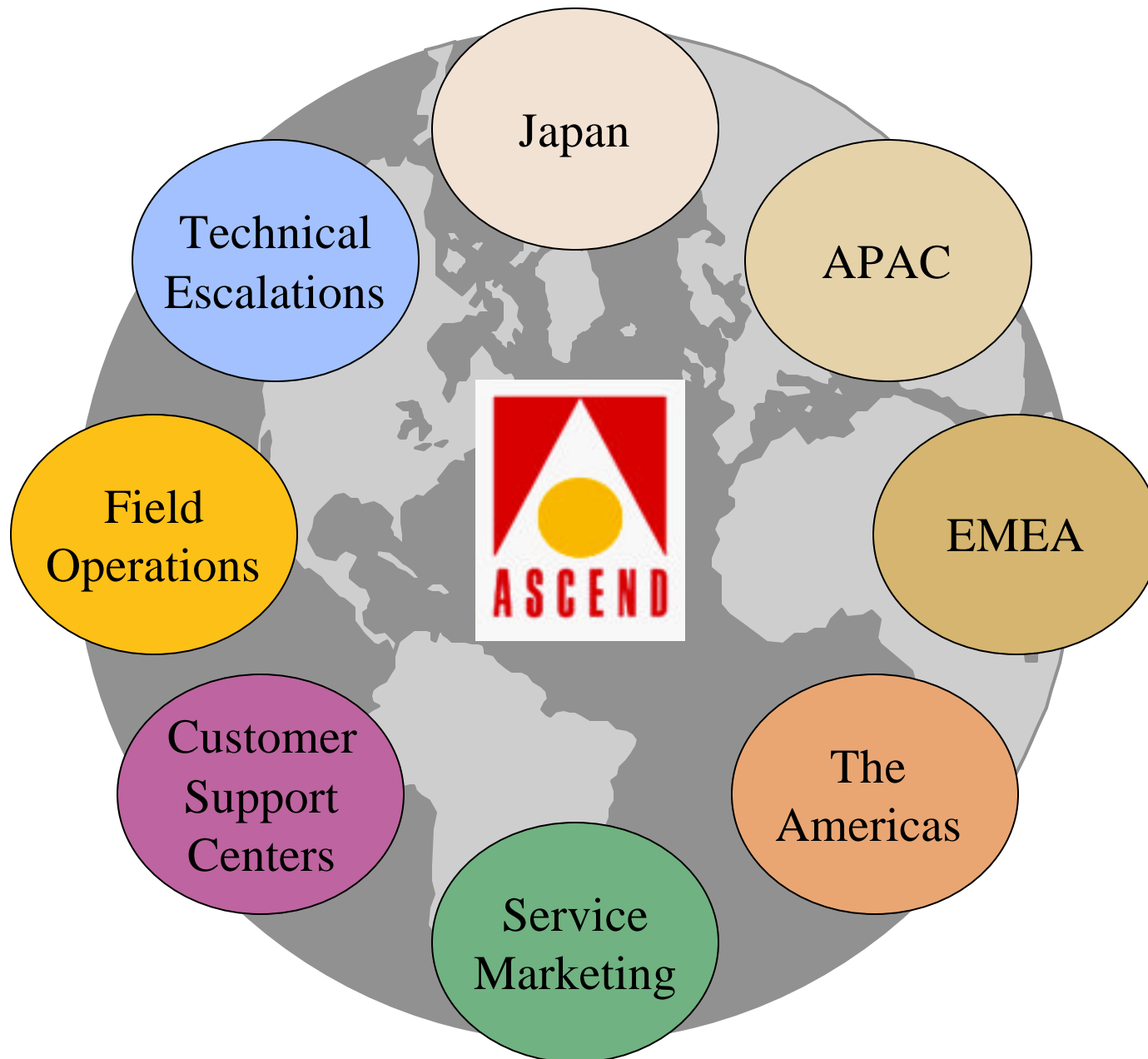
## **EMEA Customer Services**



# Objective of Customer Service

**The objective for Ascend Customer Service is to resolve all reported technical problems in a time period acceptable to the customer.**

# Global Integration Services





# Global Field Operations

## Services Delivery

Installation  
Engineering, Furnishings,  
and Installation (EF&I)  
Service Partners



## Logistics

RMA  
Inventory Management  
Repair





# Some Figures

## **240+ Service Employees, Worldwide**

80% TAC/MASG/Escalation  
20% Field Operations, RMA,  
Logistics, Other

## **5 Customer Support Centers**

Alameda, CA, USA  
Westford, MA, USA  
Sophia Antipolis, France  
Melbourne, Australia  
Tokyo, Japan

## **Service Partnerships**

**IBM**

**Unisys**

**Fujitsu**

**CyberLink Technologies**

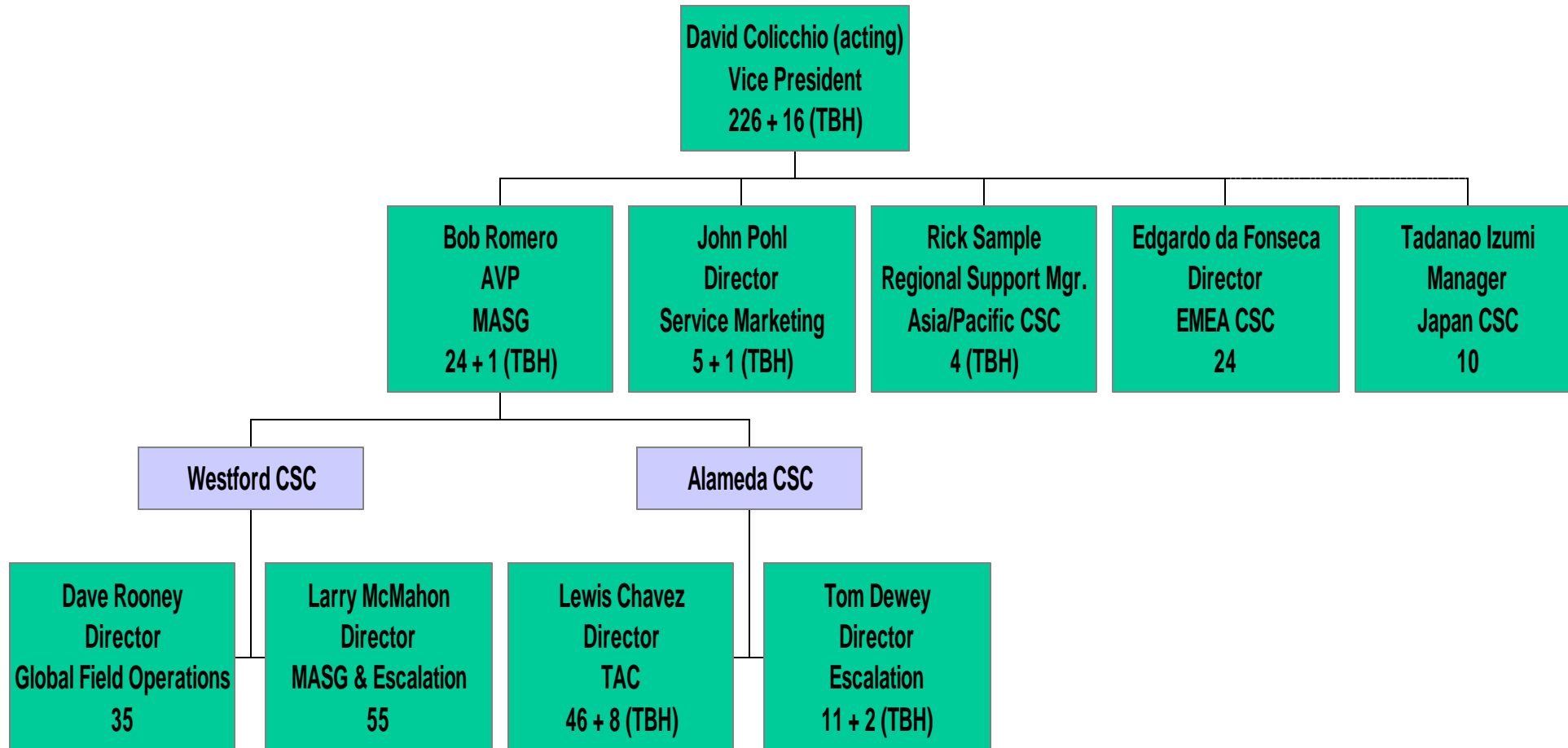
**Over 16,000 Calls/Month**

**Over 150,000 WEB Hits / Month**

**50+ Authorized Service  
Providers**



# Global Customer Services





# Geographical Coverage

**The TAC is located in Sophia Antipolis (South of France).**

Operational since September 96

**We provide two sets of phone numbers (Standard, Premium) with differentiated service levels per country.**



# Technical Assistance Center

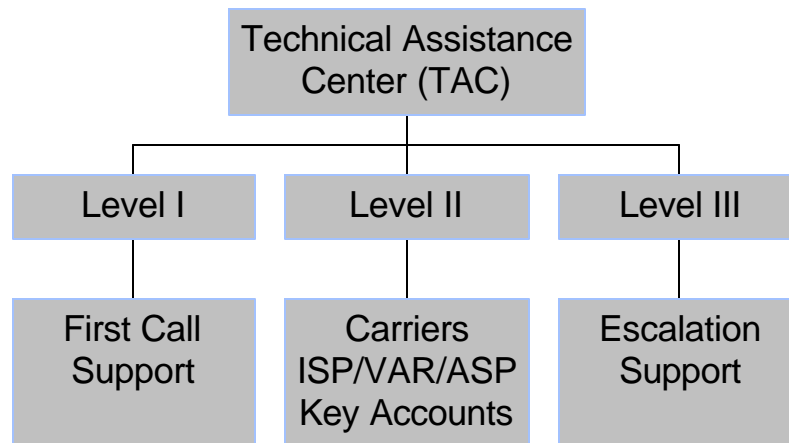
**Open hours 09:00-17:00 CET, for  
standard coverage**

**Follow the sun plus stand-by  
engineers for 24\*7 coverage**

**“Live” Call Support**

**Telephone Assistance**

**Remote Dial-in Diagnostics**







# Customer Support Center

## Support Structure

### TAC - Product Focus

**ACD Call Routing by  
Product Type**

**Routed to Level I**

Initial Problem Isolation

**Escalates To Level II**

Problem Isolation in Lab

**Escalates To Level III**

Works With Development  
Engineering

On-site Intervention As  
Necessary

### MASG - Network Focus

**Calls By-Pass TAC**

**Assigned TSE Handles All  
Calls through to Resolution**

Live Transfer Or Callback <  
15 Minutes

1-on-1 Service: No Handoffs

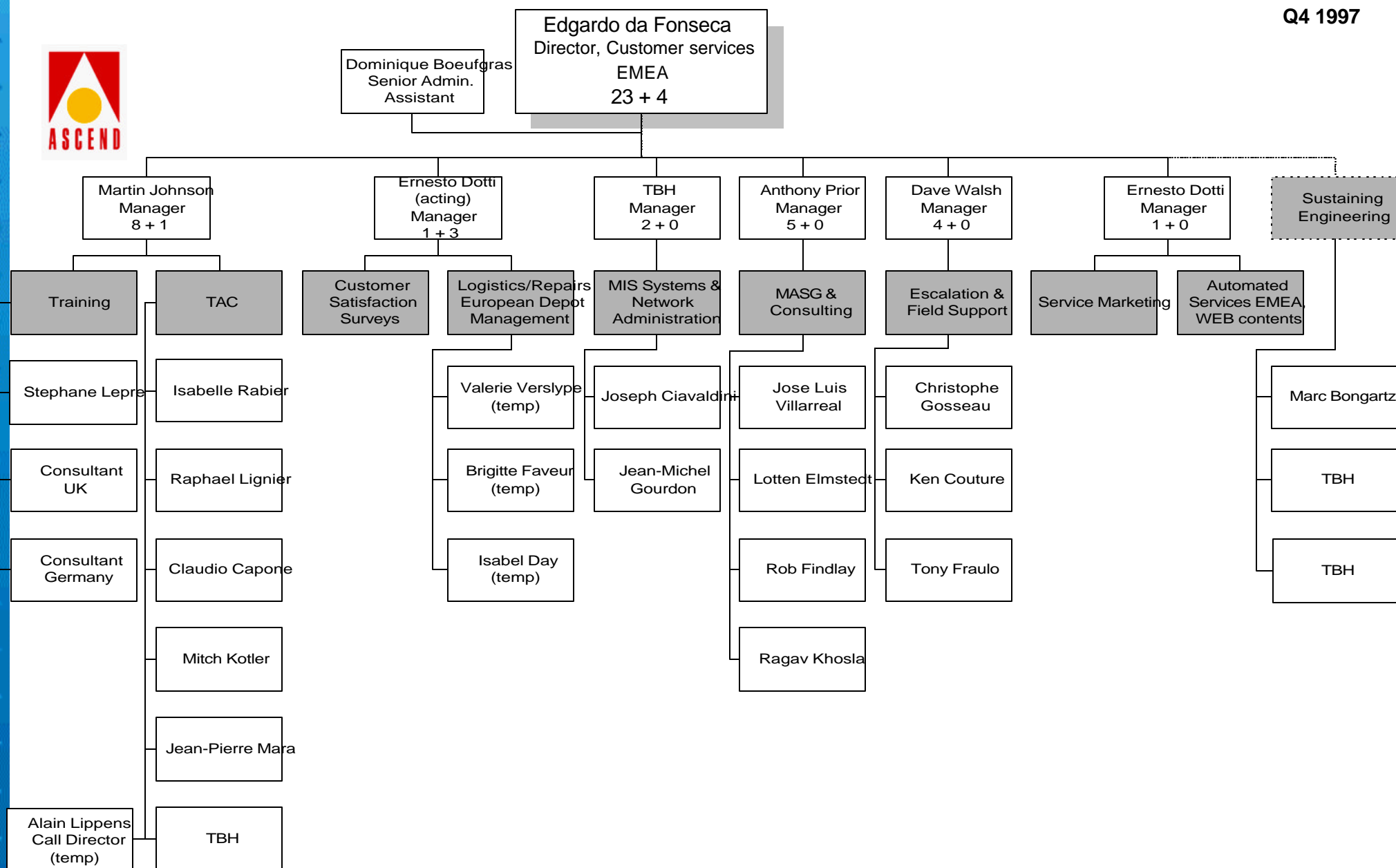
Performs Lab Work As  
Necessary

Works With Development  
Engineering

Site Visits

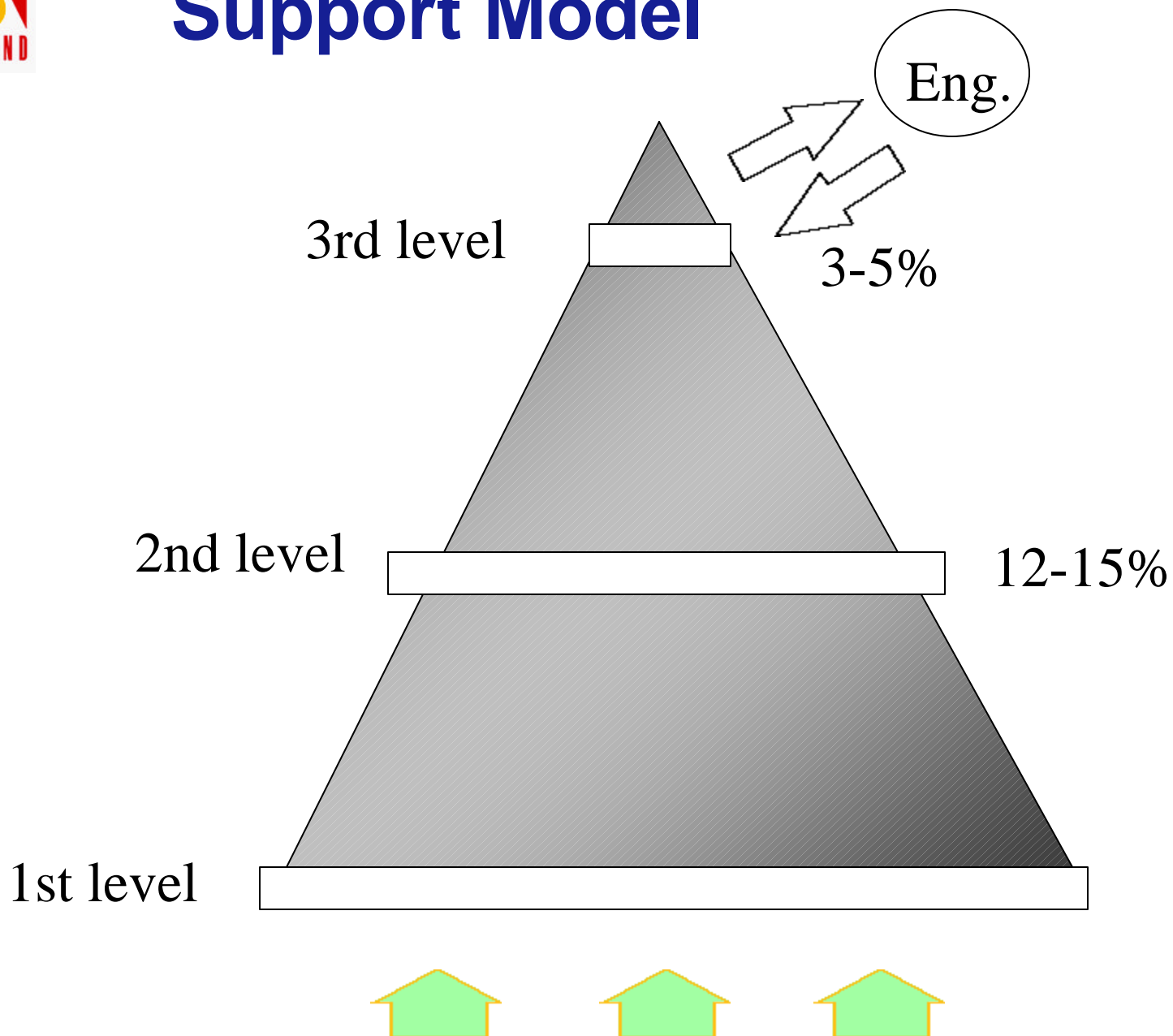


Q4 1997



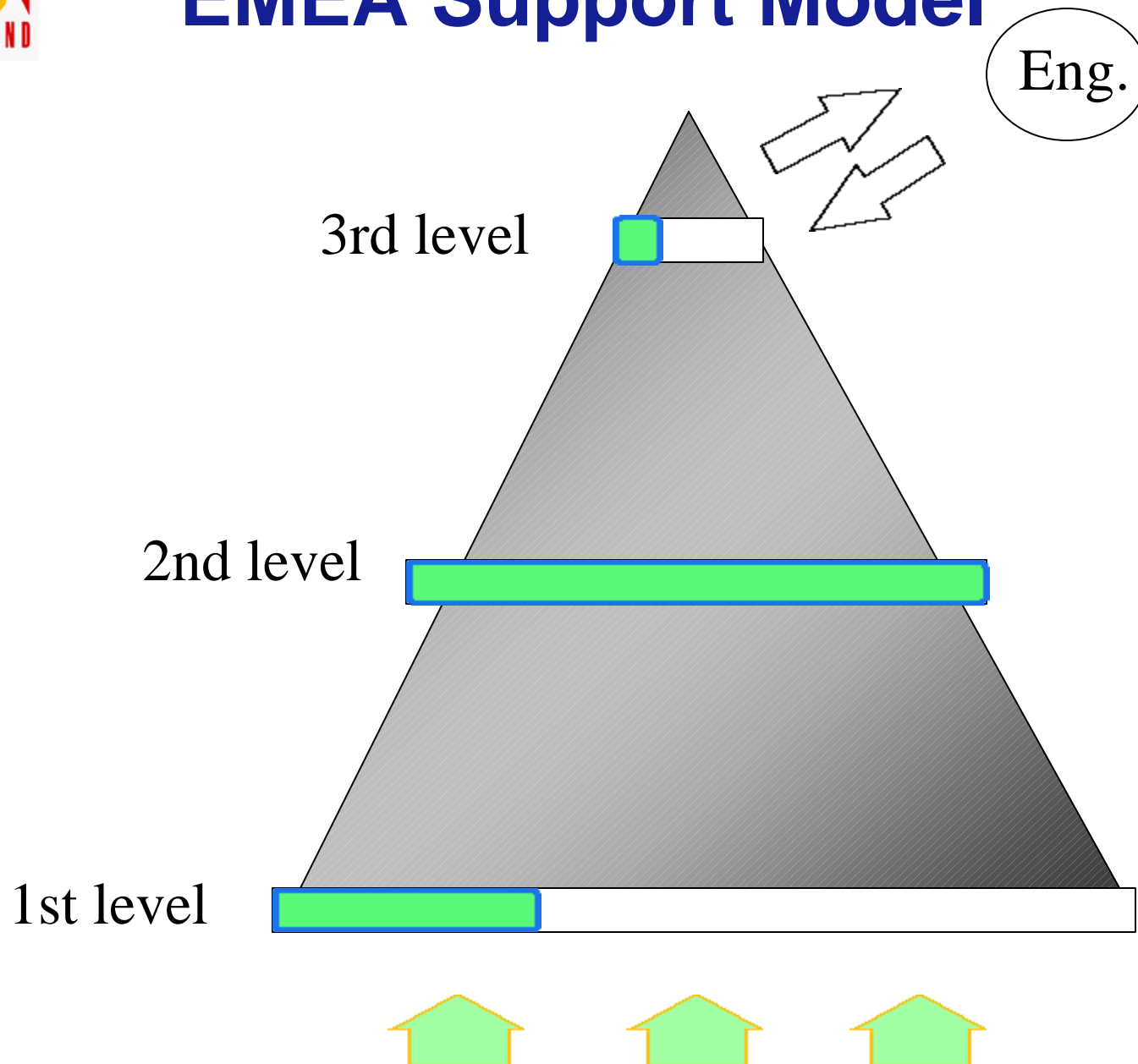


# Support Model





# EMEA Support Model





## EMEA TAC

### Language Coverage (9 nationalities)

	English	French	German	Spanish	Italian	Others
Edgardo da Fonseca	✓	✓		✓	✓	✓
Dominique Boeufgras	✓	✓	✓			
Christophe Gosseau	✓	✓				
Alain Douit	✓	✓				
Joseph Ciavaldini	✓	✓				
Ernesto Dotti	✓	✓		✓	✓	
Dave Walsh	✓					
Isabelle Rabier	✓	✓	✓			
Jean Michel Gourdon	✓	✓			✓	
Tony Fraulo	✓				✓	
Marc Bongartz	✓	✓	✓			
Maria Lotten Elmstedt	✓	✓			✓	✓
Jose Luis Villareal	✓			✓		
Martin Johnson	✓					

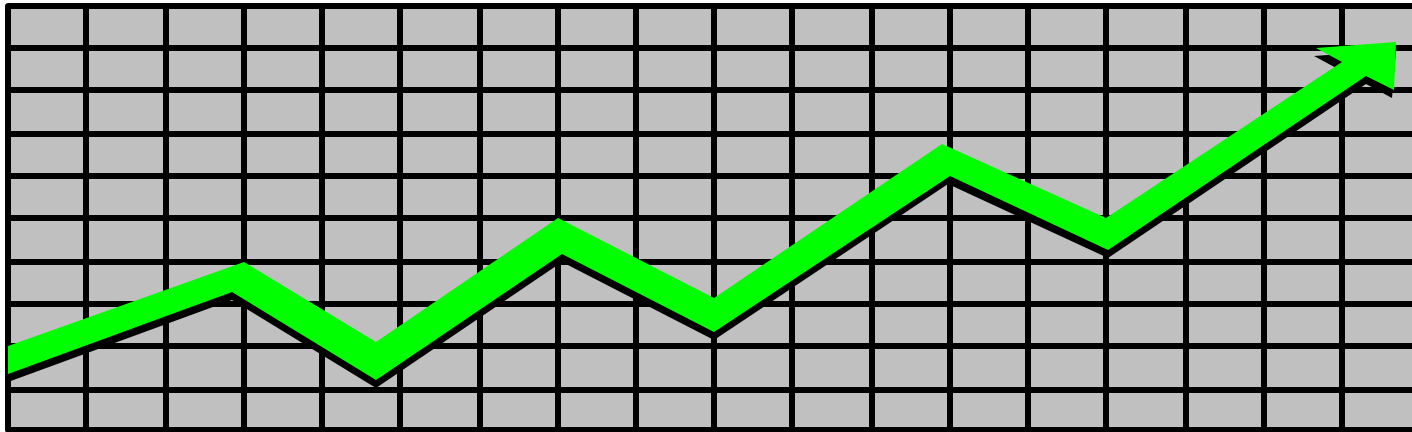


## How to get in contact with EMEA TAC

<i>UK</i>	<i>+33 4 92 96 56 71</i>
<i>Germany / Austria / Switzerland</i>	<i>+33 4 92 96 56 72</i>
<i>France</i>	<i>04 92 96 56 73</i>
<i>Benelux</i>	<i>+33 4 92 96 56 74</i>
<i>Spain / Portugal</i>	<i>+33 4 92 96 56 75</i>
<i>Italy</i>	<i>+33 4 92 96 56 76</i>
<i>Sweden/Norway/Denmark</i>	<i>+33 4 92 96 56 77</i>
<i>Finland</i>	<i>+33 4 92 96 56 78</i>
<i>Other: Middle East &amp; Africa</i>	<i>+33 4 92 96 56 79</i>



# Customer Service Metrics



**Established Service Objectives**  
**Continuous Monitoring of Key Metrics**  
**Bar Reset as Each Goal is Achieved**

**Time to Answer**  
**Routing Time**  
**Time to Resolution**  
**Call Ticket Statistics**



# Escalation Priorities and Resolution Goals

## **Severity 1: Critical**

**Customer / Service Effecting**

**\* Goal \***

**4 Hours**

**Catastrophic failure that has permanently interrupted company-provided services to it's customers**

## **Severity 2: Medium**

**Reduced Functionality**

**48 hours**

**A problem that results in the product not meeting technical specifications, and is disruptive to operations or impacts company provided services.**





# Escalation Priorities and Resolution Goals (cont'd)

## **Severity 3: Minor**

Minor Service Impairment / Installation 30 Days

**A problem that has a reliable workaround available**

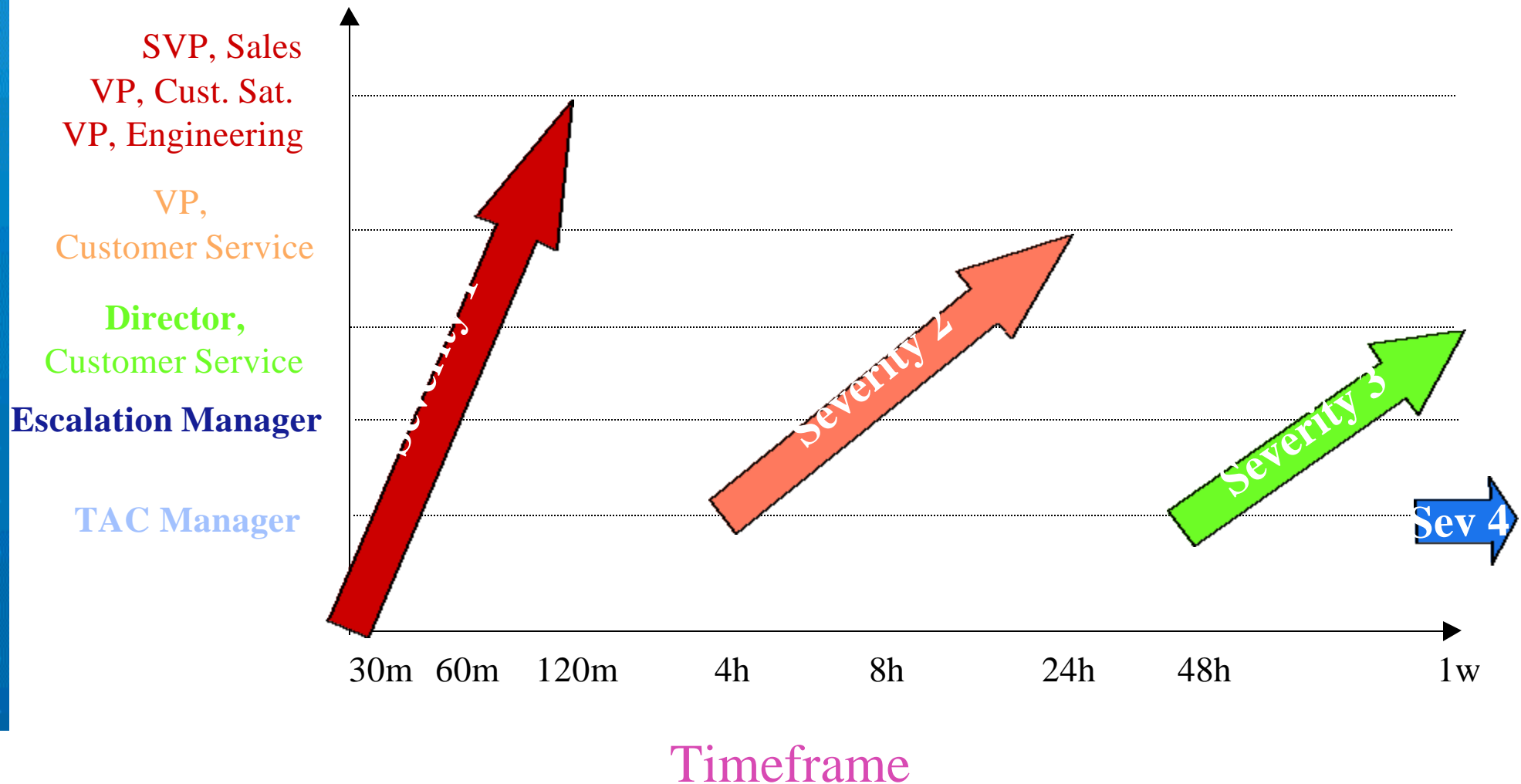
## **Severity 4: Low**

Low Operational Impact 120 Days

**Non-Disruptive error that has little operational impact**



# Escalation Notices





# Action Planning Timeline

Severity	Escalation Team	Engineering
1	10 Minutes	30 Minutes
2	30 Minutes	4 Hours
3	4 Hours	24 Hours

**The Time to Respond to Customer Service with a Technical Action Plan after Receiving the Escalation**



# Problem Resolution Targets

Severity	Customer Service	Engineering
1	4 Hours Resolution Or Escalation	8 Hours
2	48 Hours Resolution Or Escalation	1 Week
3	30 Week Resolution Or Escalation	90 Days
4	120 Days Resolution Or Escalation	120 Days



# **Ascend Customer Services**

## ***“Setting New Standards for Network Support”***