

PRESS MATERIALS

# DELL NEWS

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## **DELL PLANS SECOND CUSTOMER CONTACT CENTER IN PHILIPPINES**

**METRO MANILA, Philippines, Aug. 31, 2006** — Dell will open its second customer contact center in the Metro-Manila area early next year to provide additional technical support for U.S. consumers.

The new site is expected to take its first customer calls in February 2007.

Staffing plans for the new location are being finalized.

“Our Pasay City team has done an excellent job in answering customer questions and solving their issues, delivering Dell’s outstanding customer experience that comes with the direct relationship between us and our customers. That is a major factor in our decision to expand our investment in the country,” said Richard “Dick” Hunter, Dell’s vice president for Americas customer experience and support.

Today’s announcement continues Dell’s investment in customer support and in the Philippines. In March, Dell Chairman Michael Dell announced the expansion of Dell’s Pasay City customer support center from 700 employees to 1,400. It currently employs 900 customer support representatives.

“We continue to exceed growth plans and are focused on improving the customer experience. We need experienced problem solvers who can simplify and resolve increasingly complex technical and customer care challenges for home consumers,” said Michael Garrison, country manager.

In the last two years, Dell has announced or opened 10 new customer contact centers including the Pasay City center, which took its first call last February

This year, Dell is increasing its investment in customer experience by more than \$150 million, establishing new contact centers such those opened in the Philippines. Dell’s investment also includes improved training and introduction of new service tools. For example, DellConnect is a technology that uses broadband connections to let Dell’s support teams diagnose and troubleshoot technical issues remotely. DellConnect enjoys nearly 95 percent customer satisfaction among the more than one million customers who have had their issue resolved by agents using the tool.

Dell’s investment in people, training and technology tools is turning around the customer experience. Dell’s scores in the annual University of Michigan American Consumer Satisfaction Index (ACSI) improved 2.5 points overall, with specific gains in customer satisfaction, product quality and service quality. Dell’s internal “Likely to Repurchase” data registered its highest results for the past six quarters with a 6.5 percent increase for relationship customers and a 5 percent gain for transactional customers.

### **About Dell**

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they trust and value. Uniquely enabled by its direct business model, Dell sells more systems globally than any computer company, placing it No. 25 on the Fortune 500. Company revenue for the last four quarters was \$57.4 billion.

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