

An authentic investment in customer commitment

Providing a superior customer experience is paramount at Dell. As part of an ongoing dedication to customer satisfaction, Dell has introduced its first Asia Pacific/Japan (APJ) Enterprise Command Center (ECC) in China, to be followed by centers in Japan and Penang, Malaysia. The ECC provides server and storage customers in the APJ region with high-level, around-the-clock support.

In essence, it establishes a single center of activity with real-time tracking of customer issues, crisis management, technicians, and service parts across the entire region.



As China's economy continues to surge, the demand for hardware and enterprise services is reaching impressive levels. Recognizing the significance of this strategic market, Dell is demonstrating its commitment to a superior customer experience by creating a local presence, and delivering an exceptional level of service and support to enterprise customers in China.

Like its counterpart in the United States, the new China ECC is designed to deliver better integration of service delivery to business customers than was previously available. For example, the ECC connects to all of Dell's service providers' systems to maintain a single point of accountability with all customer relationships. We have also enhanced communication to our technicians in the field to improve coordination so that issues can be resolved faster. As a result, on-site service and technical support are now available to more than 1,900 cities in China, while the Next Business Day (NBD) replacement program has extended its reach to 1,500 cities.

A primary purpose behind establishing these centers is to become more proactive in identifying potential delays in customer service. The ECC is a centralized base of operation that enables Dell's technical support experts to visually track and manage service delivery from start to finish while helping to reduce Dell response time and customer downtime during critical situations. Based on the crisis management best practices of 911 emergency call centers and related crisis centers, we employ industry-leading technologies to help isolate and mitigate conditions that could adversely affect customer uptime.

Dell's consistent record of high-quality services delivery and customer satisfaction can be attributed to the Dell™ direct model, which recognizes that direct relationships are efficient for customers. Our partnership with third-party on-site service providers allows us to cooperate with industry leaders such as Microsoft and Intel—and yet maintain the single point of accountability that allows our customers to get the service they need from one source. Because our goal is to provide the gold standard in service for our customers, we continue to expand our offerings to provide a broad portfolio of services and capabilities designed to support each stage of our customers' technology life cycle.

Dell offers standards-based service solutions that are tailored to customers' specific business and technology needs. These services are configured to order and are based on fixed pricing and fixed scope—so customers know what they are getting. These modular offerings are designed to scale as the business grows, so customers are not locked into outdated solutions. This also allows us to standardize service components and labor charges, so that customers pay for only what they need.

While other enterprise service providers claim to offer outstanding customer service, Dell has maintained consistent success in customer satisfaction as a result of dedication to our customers. The ECC is a powerful materialization of Dell's support for customers' mission-critical environments—and an authentic investment in our commitment to Dell customers. **D**

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