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eJourney: Defining the Premier Compaq Online Support Experience

Abstract: Customer service is a key differentiator in determining where customers will purchase their next computer system. For Compaq to stay competitive, it must increase brand loyalty by increasing the level of satisfaction for users who have purchased Compaq equipment, either directly from Compaq or through a reseller partner.

A May 2000 site audit revealed the Compaq support <http://www.compaq.com/support> site had a lot of useful information but did not make that information easy for users to find. The site was constantly asking the user to select a product.¹ Extensive efforts have been made to improve the site consistency, organizing it around what users most frequently access. The **eJourney** (the path Compaq customers take in accessing support) is described in the following white paper.

Designed for future enhancements, the framework is flexible enough to provide additional content, navigation, and personalization functions (all potentially based on XML), further reducing the need for customers to select their product as they traverse the site.

¹ "Proxicom Site Audit" By Peter Boon, George Lewis, Brian Van Vlierbergen May 31, 2000
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eJourney: Defining the Compaq Online Support Experience
White Paper prepared by eJourney Team

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Background

Branding is the standards used to visually identify a company. Like most major companies, Compaq has developed a set of standards for its corporate web sites so that no matter which of the country-specific corporate web sites customers visit, they can easily identify the site as a Compaq site and each web page has a consistent look and feel.

The eJourney program strives to provide customer support tools and functions that give a seamless and integrated **support** experience, as evaluated against the criteria of content freshness, navigation effectiveness, and personalization. As part of this eJourney initiative, web page templates have been developed that conform to Compaq branding standards as well as create an appropriate user interface for support customers.

Cost of Dissatisfaction

Compaq spends more than a billion dollars per year in warranty-based end-user and commercial account support. To provide this support, Compaq operates numerous Network Support Centers, Operations Management and Help Desk Support Centers, and responds to over 6 million service events per year. This expense combined with customer requirements for a more personalized and efficient support experience and increased competitive pressures, has motivated Compaq to utilize the power of the Internet to reduce the time and cost of delivering support while improving customer satisfaction.

What a customer experiences during a web site visit can have some wide-ranging impacts. A positive web site experience can reinforce brand image, encourage customer loyalty and favorably influence the purchase decision at the next buying opportunity. A negative customer web site experience can undermine brand image and create negative impressions among potential customers, business partners, securities analysts and stock holders, all of whom are key stakeholders.²

By 2005, effective implementation of web-based support will lead to a 15 percent to 20 percent reduction in call center volumes.³

eJourney

Through a process of continuous improvement, the eJourney team provides:

- Higher level of integration that ensures our customers do not experience three classic companies: Digital, Tandem and Compaq
- New functionality that will allow flexibility and added value to our customers and partners, including delivery of appropriate content on handheld wireless devices
- A “global” experience – synchronized roll out ensures same message and experience worldwide

² "Proxicom Competitive Web Site Analysis - Global Customer Support eJourney" By Peter Boon, George Lewis, Brian Van Vlierbergen May 31, 2000

³ "Web-Enabled Product Support Strategies and Opportunities" Market Analysis, by Tony Adams, Eric Rocco, and Theresa Whitney <http://www.gartner.com> May 22, 2000

Scenario

A customer knows (from a customer service representative, a colleague, a customer advisory, or other source) that a software download can resolve a blue screen error he has been having with his Armada PCMCIA card. How would he travel through the web site to get it?

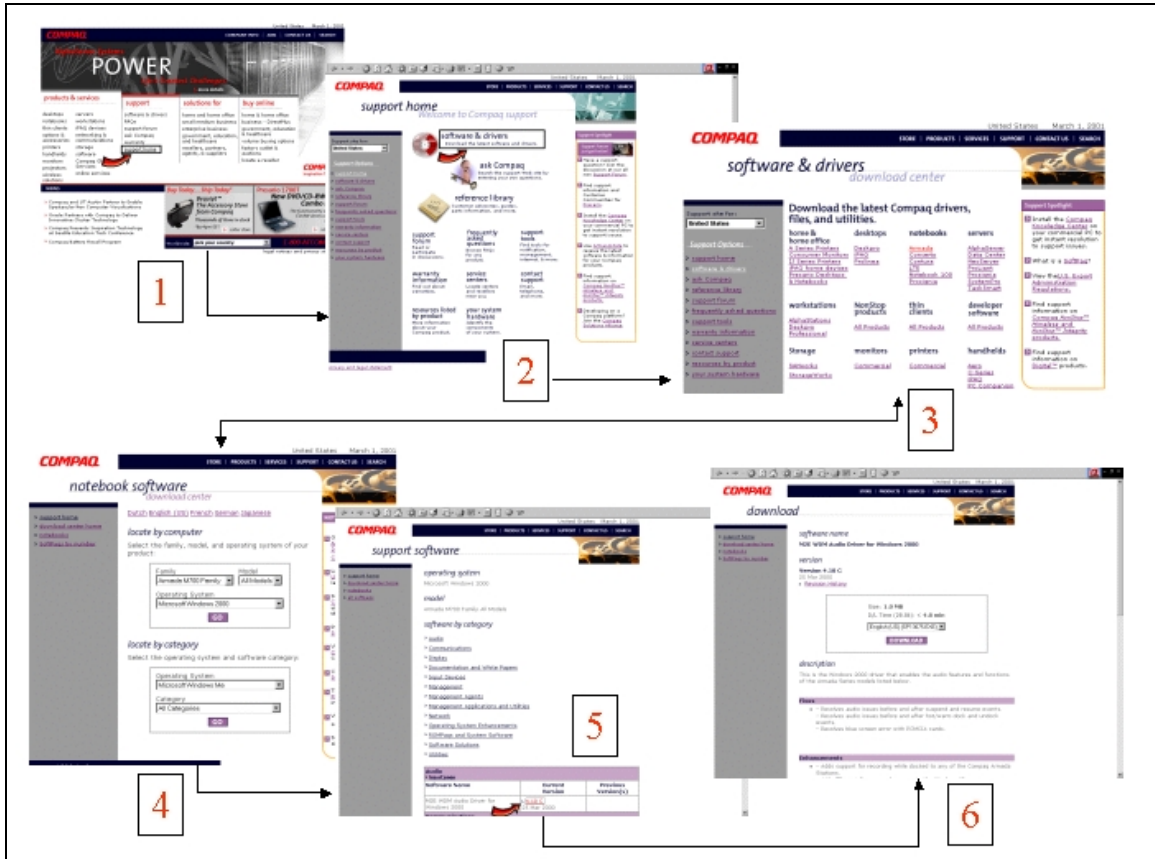


Figure 1. The eJourney in six steps

1. The customer typically starts his eJourney at a Compaq product page and selects the “Support” link **or** from the Compaq home page <http://www.compaq.com> and selects: "support home"
2. The Support site has been designed based on Human Factors research, responding to customer requests that the most frequently utilized functions be listed first for quick and easy access. In this case, he selects: “software & drivers”
3. He selects Armada.
4. He selects Family and Model of his system.
5. He views all applicable software downloadables.
6. He selects the one that meets his needs and downloads it. He installs it and fixes his problem.

Along the eJourney

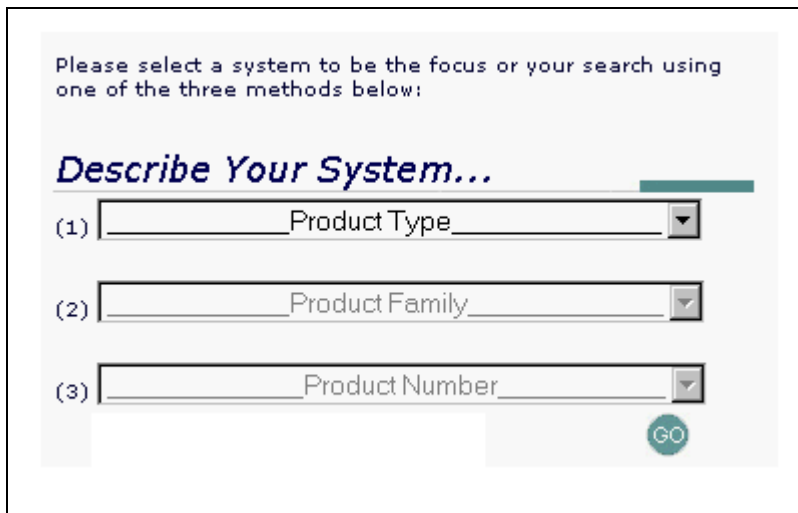
Navigational cues facilitate a seamless experience from sub page to sub page, including consistent corporate header (see Figure 2).



Figure 2. Sub pages include a header providing quick access to other Compaq web applications.

Current design changes based on customer input include developing:

- Product hierarchy, driven by drop-down menus (see Figure 3)
- Robust, comprehensive search capability of all available sources
- Integration with product market and sales content



Please select a system to be the focus of your search using one of the three methods below:

Describe Your System...

(1) ▼

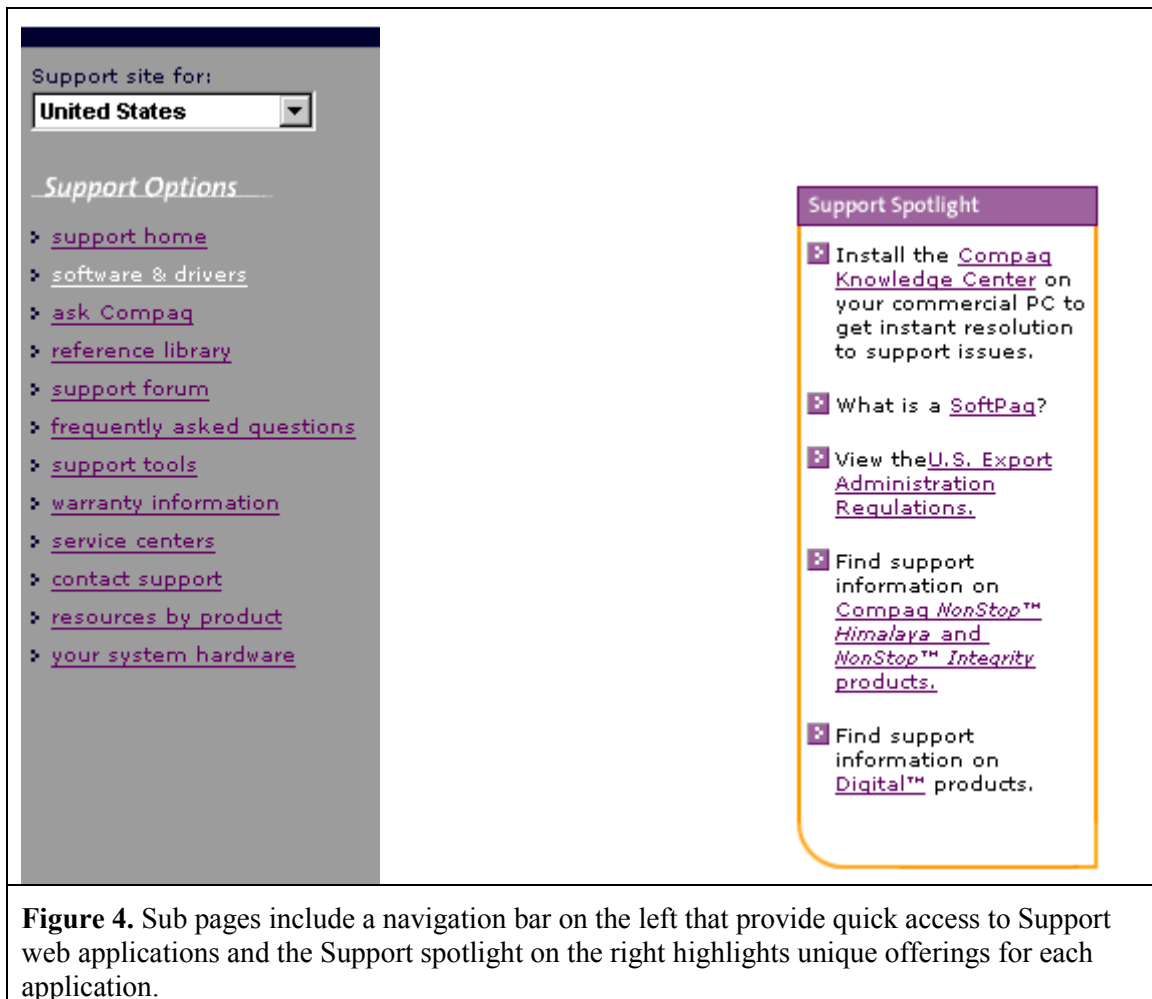
(2) ▼

(3) ▼

Figure 3. Support Content Product Hierarchy Drop-Down

Each Support site page includes:

- Left navigation bar (see Figure 4)
- Support Spotlight listing of key features (see Figure 4)



Extensible, Scalable Framework

Through extensive user performance testing and observation, we know that eJourney customers want and need access to content that is quick, simple, accurate, and applicable.

We continue to improve access to:

- Site function descriptions
- Software and downloadables accompanied by clear explanations
- Easily available support contact numbers
- Useable samples
- Solutions by describing problem symptoms
- Proactively notifying customers of updates

In addition, in response to customer demand we are adding the capability to:

- Log support calls and see status

- Order replacement parts
- Communicate with support personnel via online chat (effectively using their one telephone line)

In the near future, the Support site will utilize new functionality that will provide efficient delivery of content allowing for personalized components with the ability to customize per country.

Mapping New Functions Into Framework

The eJourney team maps new functions into the current framework to respond to customer and business demands is done by the following process:

- Analyze the function by geographic applicability
- Assess the function's relation to current capability [sub pages](#) so as to potentially include the new link on that page
- Pilot and user test new functions to validate new function inclusion

Current Capabilities

Current capabilities include:

- [Live Access](#)
- [eMail Response](#)
- [Guided Resolution: Compaq Knowledge Center \(Motive\)](#)
- [Software & Drivers: Integrated Downloads](#)
- [Warranty Information: Warranty/Carepaq lookup](#)
- [Serial Number Autodetect](#)
- [Feedback](#)
- [Contact Support](#)
- [Ask Compaq](#)
- [Support Tools](#)
- [Your System Hardware](#)
- [Support Forum](#)

Live Access

Live Access enables end users to initiate an interactive text or voice chat session with a Compaq support representative through the Compaq web sites. Live Access is currently enabled in Hong Kong and Latin America.

eMail Response

This capability provides customized answers to email inquiries through response and content management, queuing and routing, and utilizing both live and auto-response capabilities.

Guided Resolution: Compaq Knowledge Center (Motive)

The Motive Duet eSupport tool is a web based client/server application developed by Motive Communications, Inc. of Austin, Texas. Its primary function is to assist the users of Windows-based PCs and standard UNIX-based systems with Customer Support issues. The system uses a thin client (Motive Agent) and associated knowledge base to deal with basic support issues (printer configurations, dial-up networking, etc) to allow the user to connect to a web server with a more extensive knowledge base for addressing more significant issues. The system also allows a message-based system, based on transactional processes. This allows the Support Center Personnel to pass messages between themselves and the user.

Software & Drivers: Integrated Downloads

Support software is the collection of device drivers, configuration programs, flashable ROM images, utilities, agents, and more that is available to keep your computer performing at its best. Most support software from Compaq is packaged in a bundle called a SoftPaq. For example, there is probably a SoftPaq containing the latest video driver for your computer. As new versions of software are released, you can come to these web pages to obtain the SoftPaqs to update your computer.

One page, <http://www.compaq.com/support/files>, provides access to all software and downloads across all Compaq products. Downloads for Digital classic products are incorporated and access is database driven.

Warranty Information: Warranty/Carepaq lookup

It is the goal of the eJourney team to enable customers to understand the status of their existing base warranty and/or extended warranty coverage. This information will be helpful to the customer and to the Call Center representative should escalation be required.

Base warranty and extended warranty coverage are always linked to the system serial number. Base warranty covers the period in which a system is shipped to the time when its base warranty has expired. Extended warranty is provided through the sale of CarePaq services. The Carepaq information is North America only. Other types of contractual agreements and coverage are not included in the scope of this requirement.

Extended warranty information is not available for all systems. A link to the North American Services Registration site is provided to help customers locate more warranty information.

A new warranty page allows users to look up warranty information on their system.

Serial Number Autodetect

A Java application is available to read serial number information for a user's system. This utility is used in conjunction with Warranty Lookup and Your System Hardware to assist the users in identifying their serial number.

Feedback

The Feedback option allows users to provide Compaq with feedback on their experience using the Support web site. Using a form primarily made up of drop-down menus, users are presented with a list of questions specific to the area of the web site the user is in. This data (and other data) is captured into a database that will be used for reporting and determining ongoing improvements to the web site.

Contact Support

When users choose this link, the first page routes individuals to email as a primary contact mechanism. Countries can use the U. S. email page or (preferably) use their own email forms to send mail to a country-specific address for response.

The second page provides users with a Support telephone numbers and a link to the address and phone numbers of Compaq's worldwide offices.

Ask Compaq

In the fall of 1999, Compaq introduced an FAQ (Frequently Asked Questions) technology which enables customers to "help themselves". This solution, based on Ask Jeeves™ technology, allows our customers to enter common language questions and be guided to answers which reside on our corporate Compaq.com/support website.

Primus® SolutionSeries™ Software has been chosen as the new, global tool for knowledge capture and reuse within Compaq call centers and will be accessed via Ask search results.

Support Tools

Support Tools is an option on the left navigation bar that provides one common point of access for all support/service tools available through Compaq.com. One path is provided for tools provided by the Home and Office Support Site and the remainder of the tools are listed by the categories provided by the various corporate groups.

Support tools have been elevated to be a primary choice off the Support home page.

Tool description information is accessed from a database.

Countries have the option of linking to and utilizing the U. S. pages or creating their own database to have translated descriptions.

Your System Hardware

Allows users to enter serial numbers and receive information about the configuration of their unit, as shipped from the factory. It applies to Compaq brand PCs worldwide.

Support Forum

This application enables users to post questions and receive answers from Compaq Technical Support and other forum participants.

The Support Forum is being updated to use Web Crossing software. These pages are English only and focused on U. S. products specifically.