

March 2002
Version 2.0

Prepared by Compaq Computer Corporation



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eJourney: Defining the 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.

In response to competitive site analysis, customer feedback, human factors studies, and operational effectiveness comparisons subsequently conducted, the eJourney team embarked on a redesign to deploy a “product-focused” site. By utilizing document databases (already operational) to enable the delivery and maintenance of reference information via XML, a flexible framework was introduced beginning in October 2001 with the Reference Library and expanded to the entire site in February 2002. Since then, the following have been observed:

- Increased customer satisfaction, since approximately 65% of Compaq.com/Support² visitors have been to the site before, saving product focus enables customers to get information more quickly and easily to support their product maintenance needs.
- Improved linkage with other Compaq sites, including on-line stores and support services.

¹ “Proxicom Site Audit” By Peter Boon, George Lewis, Brian Van Vlierbergen May 31, 2000

² KeyLime Reports <https://www.keylimereports.com/EPRReports/> February 2002

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eJourney: Defining the Compaq Online Support Experience
White Paper prepared by eJourney Team

First Edition (March 2002)
Document Number Version 2.0

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.³

By 2005, effective implementation of web-based support will lead to a 15 percent to 20 percent reduction in call center volumes.⁴

eJourney

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

- Ability to look up information for their product including: advisories, documentation, parts, questions & answers, downloads, support tools, and more.

³ "Proxicom Competitive Web Site Analysis - Global Customer Support eJourney" By Peter Boon, George Lewis, Brian Van Vlierbergen May 31, 2000

⁴ "Web-Enabled Product Support Strategies and Opportunities" Market Analysis, by Tony Adams, Eric Rocco, and Theresa Whitney <http://www.gartner.com> May 22, 2000

- Product hierarchy lists from which customers are instructed to select the category, family, and series of their product. After selecting from the Product Series list, the screen displays resulting applicable links to documents and information related to that product selection.

REFERENCE LIBRARY

Look up information for your product including: advisories, documentation, parts, and more.

From the lists below, select the category, family, and series of your product.

Product Category:	Product Family:	Product Series:
Desktops	-----	Armada 7300
Handhelds	Armada	Armada 7400
Management	Concerto Notebooks	Armada 7700
Monitors and Projectors	Contura Notebooks	Armada 7800
Networking and Wireless	DIGITAL Notebooks	Armada Convenience B...
Notebooks	Evo Notebooks	Armada E500
Operating Systems	LTE Notebooks	Armada E500S
Options and Accessories	Notebook Series	Armada E700
Printers and Scanners	Portable	Armada M300
Servers	Presario Notebooks	Armada M700
Storage, Enterprise	Prosignia Notebooks	Armada Port Replicator E...
Storage, Server	SLT	Armada SB
Technology		Armada V300
Thin Clients		ArmadaStation EM
Workstations		ArmadaStation II

Product Focus Selection screen

- Ability to change product focus at any time and left navigation bar to travel to other areas of the site and product focus remains so customers don't have to re-select their product.

REFERENCE LIBRARY FOR THE ARMADA M700

The information below relates to your Armada M700.

- Select another product.
- Remove Armada M700 from your list of products.

Select a different product from your list

MOST RECENT SERVICE NOTIFICATIONS (Armada M700) 26 ITEMS
(Customer Advisories)

Focus management options

Focus indicator

Scenario – Three Clicks to Content – Three Minutes to Complete Task – Three Repeat Monthly Visits

A customer wants to find out what displays will work with his Armada M700. How would he travel through the web site to get this information?

1. The customer typically starts his eJourney at a Support home page <http://www3.compaq.com> and selects an application, in this case: **Reference Library**
2. He chooses his product.
3. Database-driven links are listed, including a white paper on displays. If he selects any other Support site, such as **Software and Drivers**, the product focus is maintained and options for that area of the site are specific to the product in focus. By specifying the product a search is about, a customer can avoid having to navigate conflicting product taxonomies. Integration with product market and sales content is enabled. Users who enable cookies will be allowed to build a manageable list of products that will be available each time they revisit the Support site. This list of user-specified products will show up in the product focus indicator area to allow users to quickly shift their context (their product focus) to another of their user-defined products. Users who do not enable cookies can still access product information from the site in exactly the same manner as cookie-enabled users, however, products they choose will not be saved and must be specified again on subsequent site visits.

Along the eJourney

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



The left navigation bar provides consistency while the Support Spotlight highlights hot topics, important notifications, and links to new tools.

Support Spotlight

Hot Topics:

- [NA Crisis Room/Disaster Contingency Planning](#)
- [Compaq Notebook voluntary power supply recall](#)
- [Microsoft® Windows® XP Upgrade Program](#)
- [Microsoft Pocket PC 2002 Upgrade information](#)

Find Support for:

- [Presario products](#)
- [Digital™ products](#)
- [Non-Stop™ Himalaya & Integrity products](#)

Rebate Questions?

- [View Compaq rebate offers](#)
- [Check the status of your rebate](#)

System Update Tools:

- [Receive automatic notification of hardware and software changes](#)

Mapping New Functions Into Framework

The eJourney team maps new functions into the current framework to respond to customer and business demands using 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:

- Software & Drivers
- Ask Compaq
- Reference Library
- Forums and Communities
- Support Tools
- Warranty Information
- Contact Support
- Your System Hardware
- Give us Feedback

Related sites included:

- End User Replaceable Parts
- Warranty Case Management

Software & Drivers

Support software is the collection of device drivers, configuration programs, flashable ROM images, utilities, agents, and more that is available to keep a computer performing at its best. Most support software from Compaq is packaged in a bundle called a SoftPaq. As new versions of software are released, customers can come to these web pages to obtain the SoftPaqs to update their computer.

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.

Reference Library

Reference Library site arrangement is based on documented customer needs, assuming the customer comes to the site to access information in this order:

- To view the most recent service notifications, so the most recent (by date) three Customer Advisories are displayed, followed by a View Complete List button that provides access to all applicable documents.
- To download the most recent manuals to support their product because they've lost or never received them, so the most recent (by date) three Manuals are displayed, followed by a View Complete List button that provides access to all applicable documents.
- To download the most recent white papers to make future buying decisions, so the most recent (by date) three white papers displayed, followed by a View Complete List button that provides access to all applicable documents.
- To access other information relevant to this product on the Compaq.com site, so Related Links are provided (associated typically for a Category or Family of products).

The Reference Library provides:

- Customer Advisories as XML documents.
- XML-based abstracts that provide the opportunity to download documentation, often offering the choice of multiple languages.

Forums and Communities

[Support Forums](#) and [Customer Communities](#) enable users to post questions and receive answers from Compaq Technical Support and other participants.

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.

Warranty

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.

Users to look up information:

- On the product in focus
- A different product
- More than one product

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

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.

Give us 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.

End User Replaceable Parts

The End User Replaceable Parts program (<http://www3.compaq.com/support/eurp/>) allows end users to request replaceable products and commodities for the Compaq products listed below. Select Product Category then Product Family to switch between products.

Warranty Case Management

[Warranty Case Management](#) provides access to Compaq's Warranty Case Management site. Any registered Compaq warranty PC customer in the United States or Canada may use the Warranty Case Management site to create, view, modify, or close warranty-related service requests.