



Cisco FY10 Customer Satisfaction Process



August, 2009

Customer Satisfaction (CSAT) Benefits

- **Enormously valuable**
 - Drives customer-focused culture**
 - Best source of feedback on products, services etc.**
- **Used for VIP, Certification, CSAT Excellence, and CSSP purposes**
- **Partners source 50-70% of all surveys (Cisco AMs and TAC drive remaining)**

Program Overview

- **Survey Sources:**

 - **Certification, Excellence, and CSSP targets are based on three sources (partners, account teams, TAC)**

 - **VIP targets are based on Partner sourced surveys only**

- **Measure Certification CSAT twice a year (end of Q2 and Q4) on a rolling 12 month window**

 - **CSAT measurement no longer required on Certification anniversary date (eliminates this audit qualification process)**

 - **CSAT verification will take place during audit**

 - **Closed loop process and review of low scores still required during the annual audit**

- **Partner is eligible for VIP payout for any track (must meet other requirements for subject track)**

- **PAL tool provides real-time visibility to surveys from all sources**

New Program Dates and Targets

VIP Tracks

- AUC
- ASec
- AWLAN
- ADCNI

Target: 4.5

CSAT Excellence

Target: 4.6

Certification

Target: 4.4

VIP Tracks

- AUC
- ASec
- AWLAN
- ADCNI

Target: 4.5

CSAT Excellence

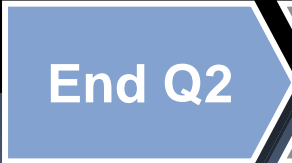
Target: 4.6

Certification

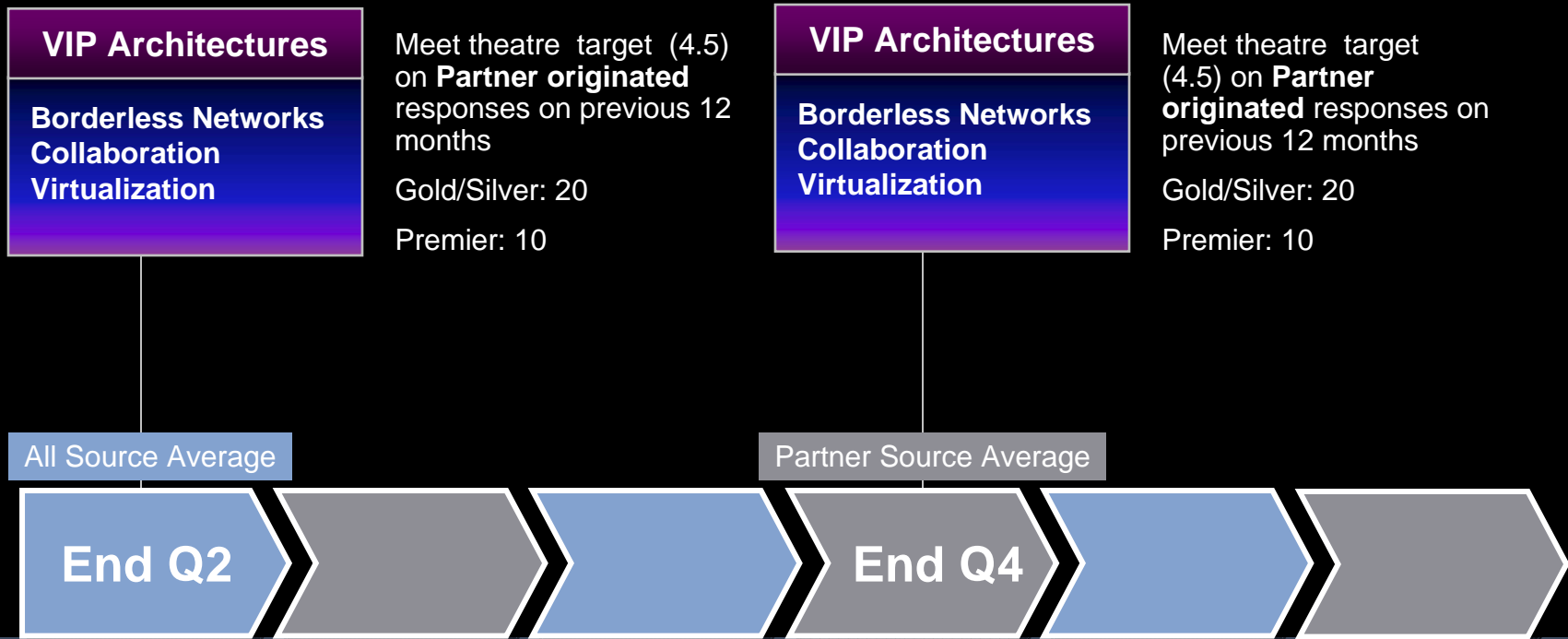
Target: 4.4

CSSP

Target: 4.4

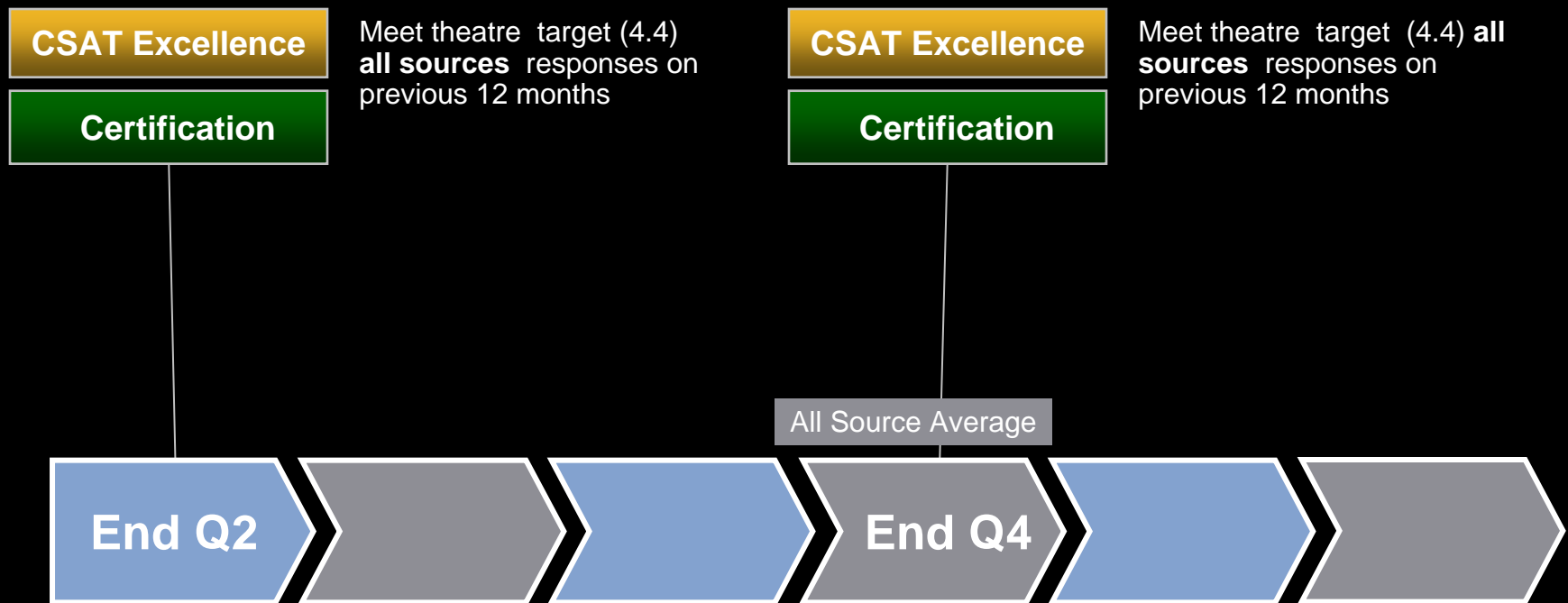


Schedule: VIP



- One score Partner Sourced for all VIP Tracks

Schedule: Certification & CSAT Excellence



RULES:

- Gold/Silver recertification: require 30 responses by either end Q2 or end Q4, whichever comes first after 6 months of attaining certification
- Premier recertification: requires 10 responses by either end Q2 or end Q4 whichever comes first after 1 year certification anniversary
- Thereafter, all partners must meet their target numbers each Q2 and Q4
- Gold/Silver NEW certification: require 15 surveys with minimum target at application date

Cisco FY09, Q3-Q4:

Jan 24 '09

Feb

Mar

Apr

May

Jun

Jul

2

3

3

2

0

2

2

Period
Total:
14

Cisco FY10 Q1-Q2:

Aug '09

Sep

Oct

Nov

Dec 09

Jan 1-22 2010

3

3

3

4

27 received with dead-
line approaching:
solicit and receive at
least 3 more before end
Q2

3

Period
Total:
16

First
Measurement
Total: 30

Cisco FY10 Q1-Q2:

Aug '09

Sep

Oct

Nov

Dec

Jan 1-22 2010

3

3

3

4

0

3

Period
Total:
16

Cisco FY10 Q3-Q4:

Jan 24-Feb 28 10

Mar

Apr

May

Jun

Jul

Lose Jan 09-July 09, but start new rolling calendar with 16. In addition to those, need only 14 new surveys from Jan 24-July 30 to achieve next goal

5

5

5

31 received with deadline approaching: Work is done, although more are allowed

5

Period
Total:
20

Measurement
Total: 36

16 will drop off from previous line, but 20 are carrying forward for the next deadline, so only 10 NEED to be achieved in next 6 months

16 will drop off from previous line, but 20 are carrying forward for the next deadline, so only 10 NEED to be achieved in next 6 months

Cisco FY11 Q1-Q2:

Aug '10

Sep

Oct

Nov

Dec

Jan 1-end Q2 (2011)

Continue soliciting surveys from your customers and check in December to be sure you are on target for 30 by the end of Cisco's Q2.

Reach your goal for the quarter. For the NEXT period, 20 will drop off , so be sure you understand how many more are required for the July deadline.

Notes

- Partners with anniversaries between July 28, 2009- January 22, 2010 will have to meet the theatre target and number of responses on January 23
- Partners not meeting CSAT requirements will be placed on a Get-Well (if qualified) for 6 months. If requirements are not met by the 2nd period, the certification will drop
 - Partners are allowed to have one get-well per certification year* (excepting CCIE rule)
- For more information and access to your company's information: www.cisco.com/go/pal
- For help with the program, use the Partner Relationship Team link on the PAL site



CISCO