



Simplifying the Customer Sat Process



July 2009

Objective & Expectations

Objective: Ensure that you understand all aspects of the new Customer Satisfaction (CSAT) rules and policies as they apply to certification, VIP and CSAT Excellence so that you can properly disseminate the information to your stakeholders and act as the first line of support within your respective organizations.

Expectation:

- **You already have a good understanding of Cisco's current CSAT rules, policies, and tools**
- **We will all work together to make the new rules and policies a success!**

Why Customer Satisfaction

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



Customer Satisfaction Challenges

- Results are not always objective
- Administrative burden on partners
 - Exception process is cumbersome
- Partner collaboration is increasing and the current rules prevent customers to provide feedback on multiple partners
- There is a technology specific focus in today's survey which does not account for the fact that partners are selling solutions based on multiple, integrated technologies
- PAL provides limited information

CSAT Redesign Principles

- Retain customer focused culture
- Make results more objective
- Simplify the process
- Change VIP model: one score for all technology tracks
- Offer customer the chance to assess another or multiple partners
- More complete information on PAL



What Is Changing

- Integrated CSAT for Certification, CSAT Excellence, & VIP.
- Measure CSAT twice a year (end of Q2 and Q4) on a rolling 12 mo. window. The results are applicable to all the programs: Certification, VIP, and CSAT Excellence.
- Partner is eligible for VIP payout for any track (must meet other requirements for subject track) based on Partner Sourced surveys only. The results are technology agnostic. One result for all the VIP tracks.
- CSAT measurement no longer required on Certification anniversary date (eliminates this audit qualification process).
- During audit the same CSAT verification will take place.

What Is Changing

- New Certification targets are achievable based on all three sources of surveys: Partner, Cisco Field, Secondary Sources
- PAL tool provides real-time visibility to surveys from all sources
- Closed loop process and review of low scores still required during the annual audit
- Revise Customer Response Allowance (CRA) formula – automated from 1:6 to 1:3 to eliminate statistical outliers

Partner CSAT Targets Example

FY10		
Direct Sales	4.19	
Other Cisco Sourced	4.37	
Partner Sourced	4.80	→ Applies to VIP
Average	4.63	→ Applies to Cert & CSAT Excellence
Automate process to eliminate statistical outliers		

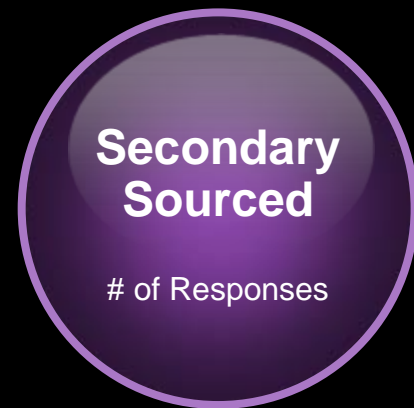
PAL View of Survey CSAT Sources



12/mo Average



12/mo Average



12/mo Average

All Source Average

All Source Average



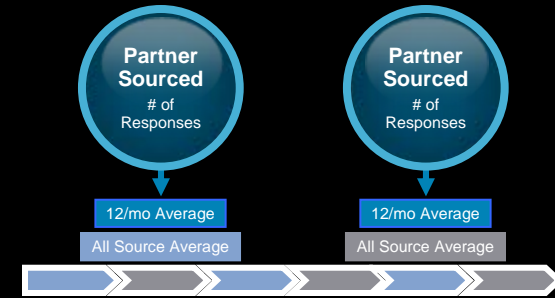
Proposed Changes FY'10

VIP Tracks	Meet theatre target on 30 All Source responses months (20 Partner Sourced responses for VIP) on previous 12
AUC	
ASec	
AWLAN	
ADCNI	
CSAT Excellence	
Gold Certification	

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VIP Example



VIP Tracks	Meet theatre target on 20 Partner originated responses on previous 12 months
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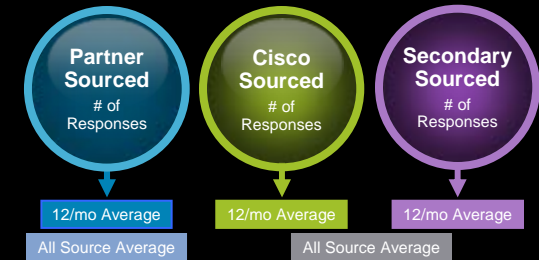
Partner Source Average

Partner Source Average



One score Partner Sourced for all VIP Tracks

Proposed Changes: Certification & CSAT Excellence



CSAT Excellence	Meet theatre target on 30* all source responses on previous 12 months
Gold Certification	

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Gold Certification	

Partner Source Average

Partner Source Average



- Maintain current rules for new Gold Silver @15
- Maintain current Premier rule@10 responses by either Q2 or Q4 whichever comes first after one year certification anniversary

Transition

- Partners with anniversaries between July 28, 2009-January 27, 2010 will have to meet the theatre target and # of responses on Jan 27th
- Partners with anniversary dates after Jan 28, 2010 will have to meet CSAT requirements by Jan 27, 2010
- New partners will be approved and they will need to meet CSAT requirements by either Q2 or Q4 whichever comes first after six months of obtaining the certification
- Partners not meeting CSAT requirements will be 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* (CCIE)

Summary

1. Cert and CSAT Excellence targets based on all three sources
2. VIP Partners continue to use Partner sourced surveys only (20 for previous 12 mo), for FY10
3. Plan to transition VIP to all survey sources for FY11 based on FY10 findings
4. One hybrid number, technology agnostic applicable to all the VIP tracks (20 for previous rolling 12 mo)
5. Q2 and Q4 used for all CSAT, CSAT Excellence, VIP. (30 responses for G/S renewals; 10P renewals; 15 responses for G/S new)
6. Q4 results used for CSSP

