

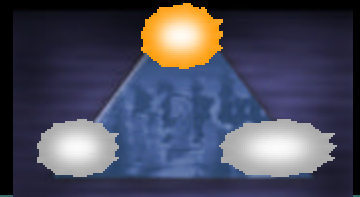


# Wharton-Stanford Service Supply Chain Thought Leaders Forum

**Dillard Myers**

**Director, Global Product Services**

# Customer Experience



Cisco.com

**“The top priority of Cisco is helping our customers succeed.**

**Customer satisfaction is the heart and soul of our company.”**

**John Chambers  
President and CEO**



# Go-To-Market Strategy

Cisco.com

## Cisco = Productivity

### Consumer / SoHo

- Wireless

### Commercial

- Security
- Telephony
- Wireless

### Enterprise

- Public Sector
- Security
- Telephony
- Wireless
- Storage Networking

### Service Provider

- Incumbents
- Cable
- VPN Services
- Metro Ethernet
- Optical

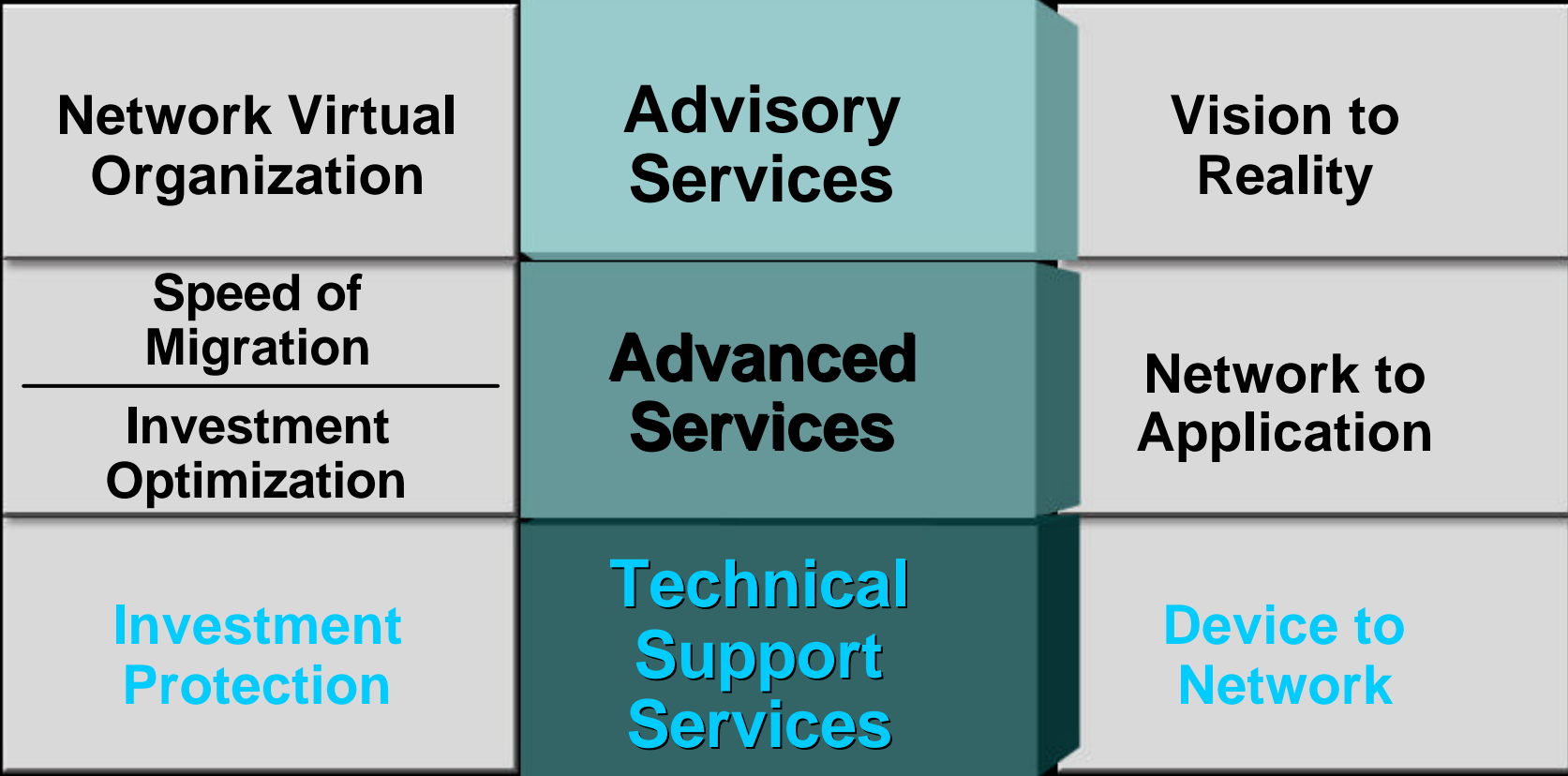
## Intelligent Information Network

Routing, Switching, Software, Service

C  
O  
R  
E

# Cisco Services Portfolio

## Accelerate Customer Success



# Cisco Systems Service Offerings

Cisco.com

- **Global Delivery Reach**

**116 Countries/ 40 Languages**

**24 X 7 Tech Assistance**

**24 X 7 Advance Service Parts Replacement**

**24 X 7 Self-service Software**

- **Range of Services: Traditional to Advanced**

**Technical Assistance Center (TAC)**

**Web-site Technical Assistance**

**Advance Hardware Replacement**

**Software Updates & Upgrades**

**On Site Field Engineer Services**

**Knowledge Transfer Services**

**Rapid Deployment Services**

**Engineering Staff Augmentation**

**Carrier Class Availability**

**Professional Services Consulting**

- **Service Delivery Capacities**

**600+ Replacement Inventory Locations**

**Follow the Sun Technical/Logistics Centers- 5 major sites**

**180K cases/mo (70K via TAC)**

# GPS Business Model Service Parts

Cisco.com

- **GPS provides global contract support for advance spares replacement for system failures.**
- **Contractual service levels supported:**
  - **2 to 4 hour delivery**
  - **next business day delivery**
  - **8 to 10 day delivery**
  - **10 day delivery for return-to-factory**
  - **consigned / on-site spares**
- **Delivery commitment executed through a global depot network:**
  - **6 major depots**
  - **13 country depots**
  - **600 rapid fulfillment depots**

# External—Global Market Trends

Cisco.com

- **Capital Expenditures (Capex) expected to be flat to down**
- **Significant pressure to lower Operations Expense (Opex)**
- **Business Applications continue to drive need for optimized and highly available networks**
- **Increased trend towards outsourcing of network operations**
- **Demand for tangible TCOs and ROIs**

# Challenges

Cisco.com

- **Rising customer expectations**
- **Foundational systems and processes**
- **Operations alignment and teaming**
- **Pricing pressure**
- **Productivity**

# Cisco Services Strategy

Cisco.com

**Customer  
Experience**

**Customer Success**

**Operational  
Excellence**

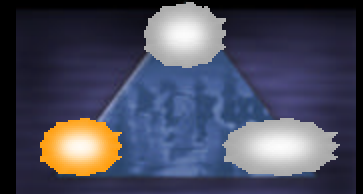
**People**

# Customer Experience: Make the Customer Experience Extraordinary



- **Improve the current experience**
  - Focus on alignment and process improvement
  - Team for success
- **Define the future customer experience**
  - Focus on a segmented approach
  - Focus on differentiation & innovation

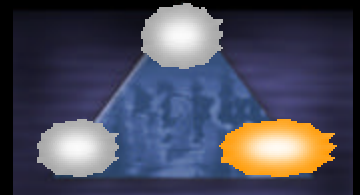
# Operational Excellence: Three Key Areas



Cisco.com

- **Policy, processes, tools and foundational systems**  
C3...SPO...PSD
- **Customer Advocacy governance**
- **Operations organizational alignment**

# People: Our People Make Us Great

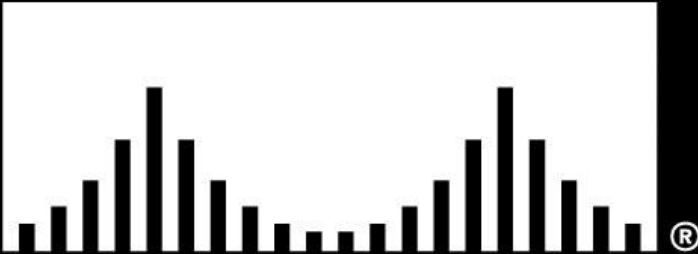


Cisco.com

- **Leadership Development (CLDP, BLP, ELP, 360's...)**
- **Career Development (3-5 year plan...GPS)**
- **Pulse Survey...we listen...we respond**



# CISCO SYSTEMS



# Customer Advocacy FY 2004 Strategy... Goals 3–5 Years

Cisco.com

## Accelerating Our Business

- **Number one** in Customer loyalty
- **Productivity** leader in the networking services industry
- Defined and **segmented customer experiences**—driven by **differentiation and innovation**
- Leader in driving a closed-loop, customer experience driven **quality system**
- Highly **profitable** service and support **revenue** growth
- Implement **Adaptive Networking** environment
- Leader in creating and leveraging services **intellectual property** for Customers and Partners
- Number one in **employee loyalty**—driven by best in class leadership practices, programs and culture