



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

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SUMMIT 07

Effective Knowledge Management Resulting in Increased Revenue

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Seagate Recovery Services - Overview

Background

- Seagate Technology acquired ActionFront Data Recovery in Nov 2005
- 4 super labs across NA, Europe and APAC
- The company is headquartered in Toronto, Canada

Vision Statement

- Seagate Services will be the leading provider in solutions that protect, preserve and enable the efficient management of our customers digital assets

Our Services include:

- Remote, In-lab and On-site recovery of digital assets on all formats of media
- Data Migration, Data Erasure, eDiscovery, and data Forensics
- Software solutions for data imaging, recovery, and erasure

e4e- Overview

- Founded in 2000
- Backed by strong institutional investors:
 - ✓ Global Internet Ventures, Canaan Partners, Walden International,
- Global delivery centers in U.S., Europe & India
- Over 3,600 employees including e4e Healthcare Services
- Focus on Customer Service, Technical Support, Revenue Generation and IT Services
- Rated by IDC - DataQuest as a 'Top BPO Employer' for 2005 and 2006
- Rated as Top 100 Innovators by NASSCOM
- Experienced Top and Mid Management Team



Phoenix, US



Maryland, US



Glasgow, Scotland



Chennai India



Bangalore, India



Kuala Lumpur,
Malaysia



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The Challenge

Key Challenge – “Improve Effectiveness and Efficiency of the Sales Process”

1

Increase conversion rates

2

Reduce Customer to Cash cycle times

3

Improve pre-sales customer service

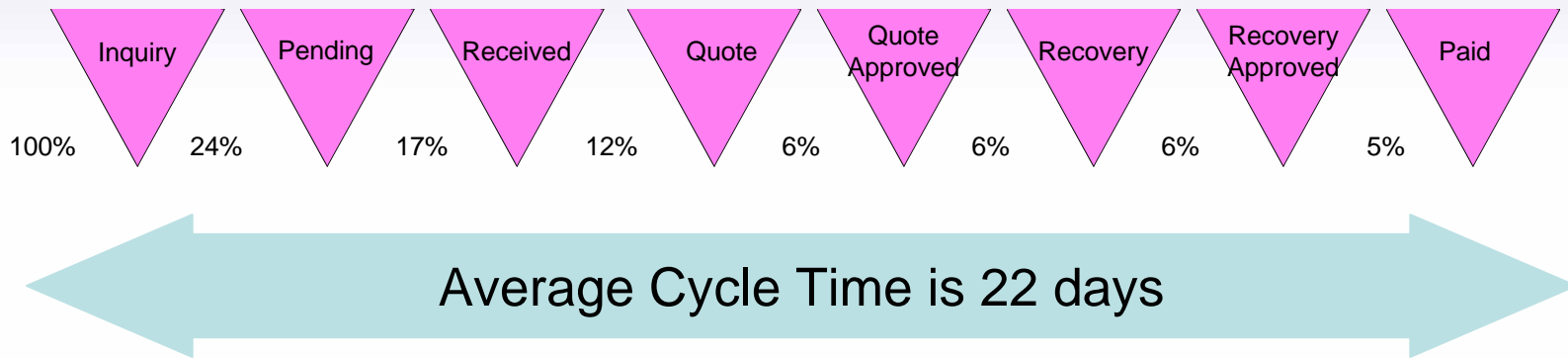
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Reduce variance and increase process scalability

5

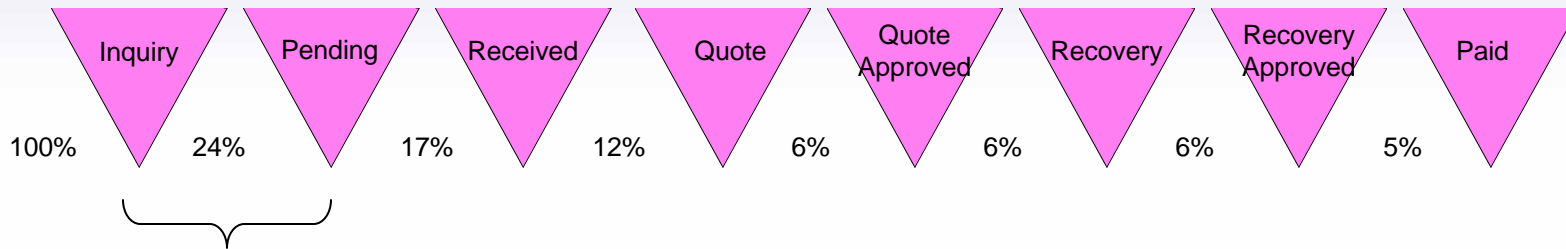
Reduce sales fixed costs to variable expenses

Current State Assessment of Customer to Cash Cycle – Prior To e4e



- Baseline analysis helped us get a good understanding of the inefficiencies in the entire customer to cash cycle
- It also highlighted the dominance of poor customer conversion rate from “inquiry” to “pending”; and its associated impact on the overall performance of the business

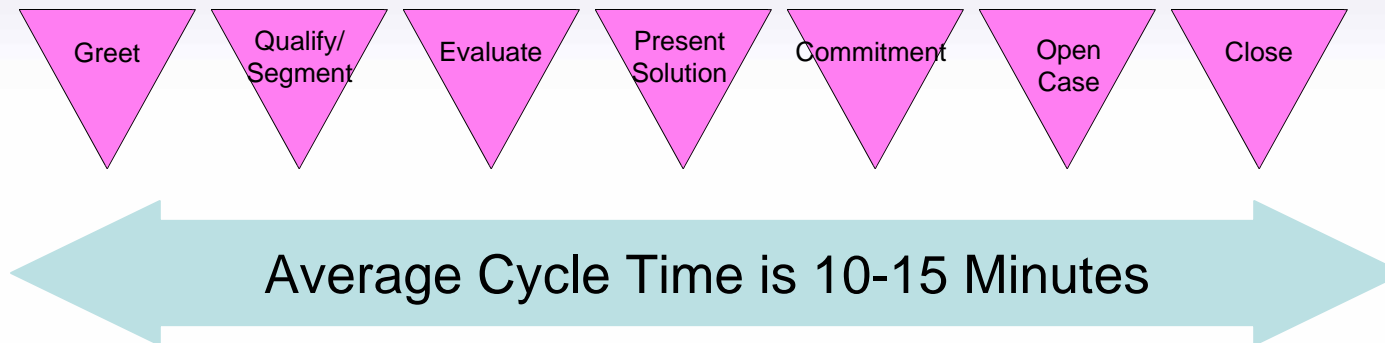
Analysis of the "inquiry" to "pending" Process



Critical Problem Area

- 1** No distinction between CSRs managing pre-sales and cases
- 2** Broken or poorly defined pre-sales process
- 3** Unclear and poorly communicated success metrics for CSRs
- 4** Limited manual performance tracking

Transform the “inquiry” to “pending” Process



- Increased performance by segmenting sales and case management resources, eliminating redundant processes and deployment of performance tracking system
- Reduced variance by eliminating tribal knowledge and standardizing the scripts, objection handling etc. in a knowledgebase
- Reduced costs by shifting sales resources from a fixed-cost internal model to a variable-expense model with e4e

Solution Details

- Services include
 - Inbound Sales through Voice, Chat, and Email- Consumer and Business Customers- North America and EMEA
 - Outbound partner registrations- Channel Partners North America and EMEA
 - Certification program for the registered partners- North America
- Each Service launched with a goal to increase market share by providing SRS customers enough choices to reach, get informed, and purchase with knowledge
- Ultimate goal to increase top line for SRS while providing legible and manageable knowledge for future use in service and product development

True Partnership- Results

- Outbound Program- achieved the goal of partner registration, partner reach out in order to convert registered partners into revenue generators for SRS
- Inbound Program- increased case submissions, reduced time from case submission to media shipment to the labs for data recovery
 - SRS initiated up front quote process that allowed for better qualification process of customers calling in
 - SRS also provided access to the internal ERP which allows e4e quality analysts to track the case progress and initiate follow up calls to the customers to expedite the data recovery process
 - e4e is managing the customer knowledge acquired via voice, email, and chat in North America and EMEA regions in the RightNow application to provide uniform and standard reporting to SRS
- Partner Certification- utilizing e4e generated knowledge on partners registered to certify on train on generating cases for SRS. Process initiated on e4e eLearning platform

True Partnership- Results

Fall Out Rate

56% 0%

Before

After

Customer-Cash Cycle

14days 10 days

Before

After

Revenue Growth

100% 113%

Before

After

- Generated 11,000 partners against the target of 750 set by the client over a quarter
- Increased Voice inquiry to sales is 21% against a set target of 8%
- Created Chat as another medium of inquiry utilizing RightNow tool resulting in sales increase of 25% against a target of 10%



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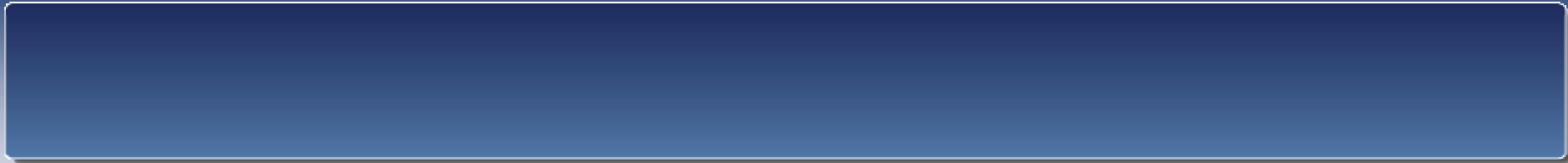
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The Results

**Knowledge Development and Management
Ultimate Goal- Reporting**



| Seagate Data Recovery Services Performance Summary | | Mon | Tue | Wed | Thu | Fri | WTD | MTD | PTD |
|---|-----------------------------------|---------------|---------------|--------------|--------------|--------------|-----|-----|-----|
| | | 7/30/200 7 | 7/31/200 7 | 8/1/200 7 | 8/2/200 7 | 8/3/200 7 | | | |
| ID | Total Login Hrs | | | | | | | | |
| A | Total calls made | | | | | | | | |
| | | | | | | | | | |
| B | Contacts | | | | | | | | |
| B3 | Reschedules | | | | | | | | |
| B4 | Prospects | | | | | | | | |
| B5 | Registrations | | | | | | | | |
| | Registrations Accepted by Clients | | | | | | | | |
| B6 | Qualification Questions answered | | | | | | | | |
| B9 | Reschedules % | | | | | | | | |
| B10 | Prospects% | | | | | | | | |
| B11 | Registrations % | | | | | | | | |
| B12 | Total Contacts | | | | | | | | |
| | | | | | | | | | |
| C | Registrations | | | | | | | | |
| C2 | Registrations to total contacts | | | | | | | | |
| C3 | Registrations to total calls made | | | | | | | | |



Decline Contacts

| | | | | | | | | |
|--|--|--|--|--|--|--|--|--|
| Not interested | | | | | | | | |
| Has a better offer | | | | | | | | |
| Has a contract with another service provider | | | | | | | | |
| Already with SDRS | | | | | | | | |
| Unhappy with Seagate | | | | | | | | |
| Do Not Call | | | | | | | | |
| Language Barrier | | | | | | | | |
| Qualification Questions answered on declines | | | | | | | | |
| Send Email / Information | | | | | | | | |
| Total Decline Contacts | | | | | | | | |

Non-Contacts

| | | | | | | | | |
|--------------------------------|--|--|--|--|--|--|--|--|
| Max Attempts | | | | | | | | |
| Cell Phone | | | | | | | | |
| Privacy Manager | | | | | | | | |
| Wrong number | | | | | | | | |
| Answering Machine | | | | | | | | |
| Wrong Number (dialer & manual) | | | | | | | | |
| Total Non-Contacts | | | | | | | | |



INVENTORY DISPOSITION

| | | | | | | | | |
|----------------------------------|--|--|--|--|--|--|--|--|
| Total Records Received | | | | | | | | |
| Minus - Bad Phone #'s | | | | | | | | |
| - Duplicates | | | | | | | | |
| Total Records Received Balance | | | | | | | | |
| Records Loaded | | | | | | | | |
| Records Returned | | | | | | | | |
| Beginning Record Balance | | | | | | | | |
| Records Added | | | | | | | | |
| Records Completed | | | | | | | | |
| Ending Record Balance | | | | | | | | |
| Daily/Weekly/Monthly Penetration | | | | | | | | |
| Total Penetration | | | | | | | | |



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In Conclusion

Summary

- Achieved goals on increased conversion, improved c2c cycle, and chat
- Continuing to work toward increased revenue generation
- SRS is continuing to work toward launching new and improved service plans based on customer feedback
- Utilizing RN app as a global knowledge management standard is helping us gather uniform data

Ultimate Goal-

to listen to the customer, provide options, manage internal costs while improving top line for SRS



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Thank You
Q&A