

award-winning support

EMC EXTENDS ITS customer-service heritage with online improvements.

Global Services, IT, Marketing, all rewarded for an intense effort

PEOPLE FROM THREE EMC organizations work together to dramatically improve customer-support services delivered on the Web. Their multiyear collaboration turns into a perfect melding of ONE EMC and the Total Customer Experience. It also puts a new award into the EMC trophy case.



EMC CUSTOMER Aran Hoffmann says he's been avoiding problems and saving a lot of time by using the support forums.

a brilliant job of integrating support content from its acquisitions, at the same time that it undertook a large-scale upgrade of the online support tools on the Powerlink site. This was a remarkably ambitious project, but the effort produced one of the best web support sites we've ever seen."

Industry recognition is important, of course. But helping EMC's loyal customers is the real reward. And EMC's customers definitely are using these web-based support services.

According to Global Services Senior Vice President Tony Kolish, in the past two years, EMC has observed customer adoption rates double for Powerlink, EMC's online customer support portal. That growth is gratifying because "we've always set out to make Powerlink the preferred destination for customer service," Tony says.

What did EMC improve? In the past year, enhancements brought live chat, multiple support forums, and an ever-growing collection of support-by-product pages.

The upgrades are 100% customer driven. For example, the new support-by-product pages followed customers' requests for a more direct route to getting help.

"Symmetrix customers should be able to go to a Symmetrix-centric page and find in one place all the support and documentation they need," says

Tony. "You shouldn't have to navigate through any pages unrelated to your product or problem."

Customers delighted

Sr. Systems Administrator Aran Hoffmann works for a major provider of U.S. workers' compensation solutions. He says, "We avoid a majority of problems in deploying apps simply by reading documentation beforehand on Powerlink.

"The fact that EMC constantly refreshes the material is a key factor; it sets this site apart. Going directly to product pages is a fantastic springboard for our problem-solving."

Aran has a warm spot in his heart for HEAT, the Host Environment Analysis Tool. Uploaded from a host to the online tool, HEAT analyzes a collection of diagnostic files, even warning of potential problems and how to fix them. "In minutes, we get the information we need. It is a huge time-saver," Aran says.

He's also a fan of the E-Lab Interoperability Navigator, which he calls "an amazing feature of Powerlink. You can drill down so specifically to learn if components in your environment are supported. I think it's unique to EMC."

And Aran regards the new support forums as "a great way to bounce ideas around with storage administrators from all over the world. Where else could I find that kind of collaboration?"

The work of Global Services, IT, and Global Marketing is far from complete, however. Through 2010, they will add more improvements, including enhanced search capabilities.

"Everyone's done a great job to ensure consistent quality," Tony says. "We all want customers to view Powerlink as being as dependable as a dial tone." ♦



An ambitious project produced one of the best web support sites that the Association of Support Professionals has ever seen.