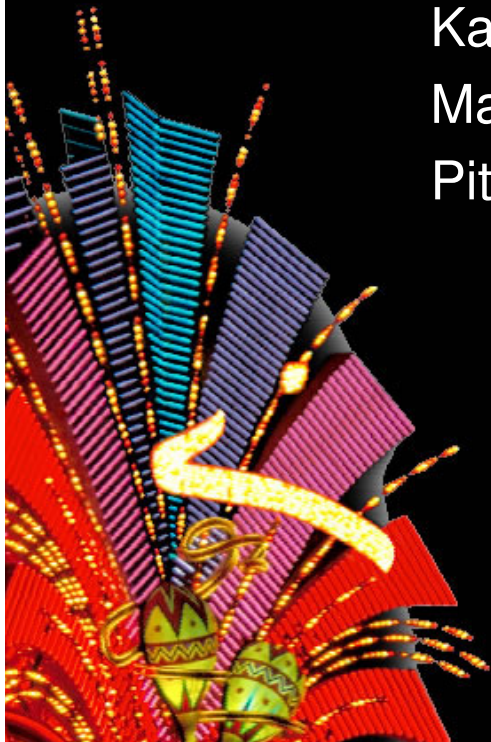


# Global Technical Support

Karen Lim

Managing Director, Global Technical Support

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**MapWorld<sup>08</sup>**  
**LIVE IN LAS VEGAS**

**G1** customer conference **08**  
**LIVE IN LAS VEGAS**



# Agenda

- Regional to Global - Before and After
- Unifying Processes
- Leveraging Best Practice
- New Technology
- Merging Companies
- New Services



# Customer Focus

- Lack of co-ordination
- Co-operation between functions, roles
- Lack of Customer kpi's at Board meetings
- A common language, terminology
- Cross lateral and open communication
- Silo driven agenda's
- Not using information that drives the customer agenda

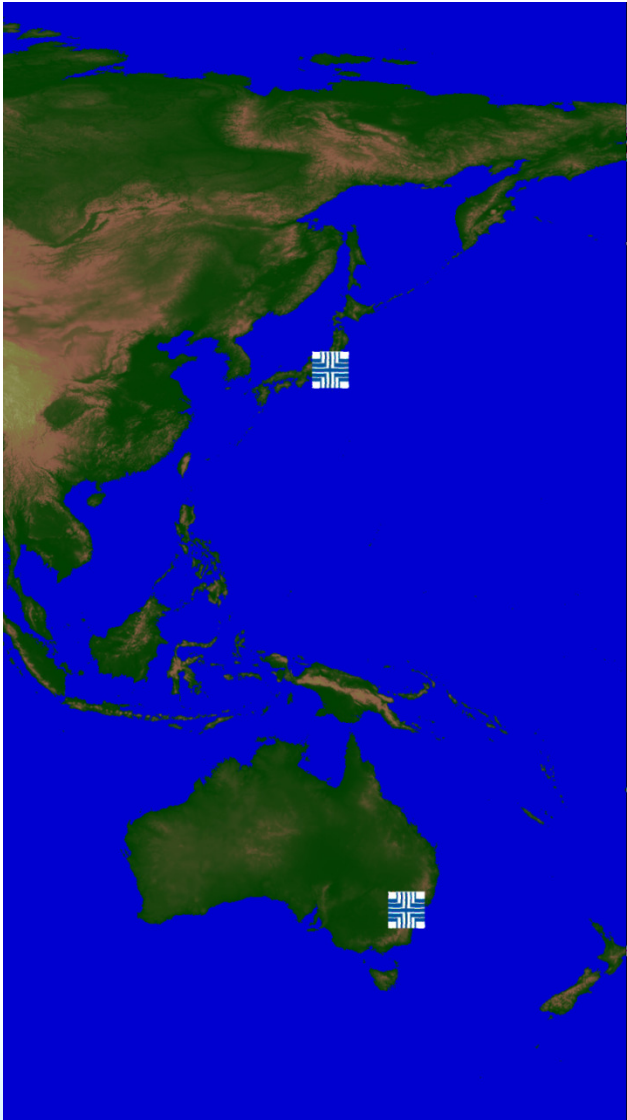


# Where we were





# Where we were







# Global Technical Support Goal

Deliver a world class level of support to our customers ensuring their success and continued loyalty



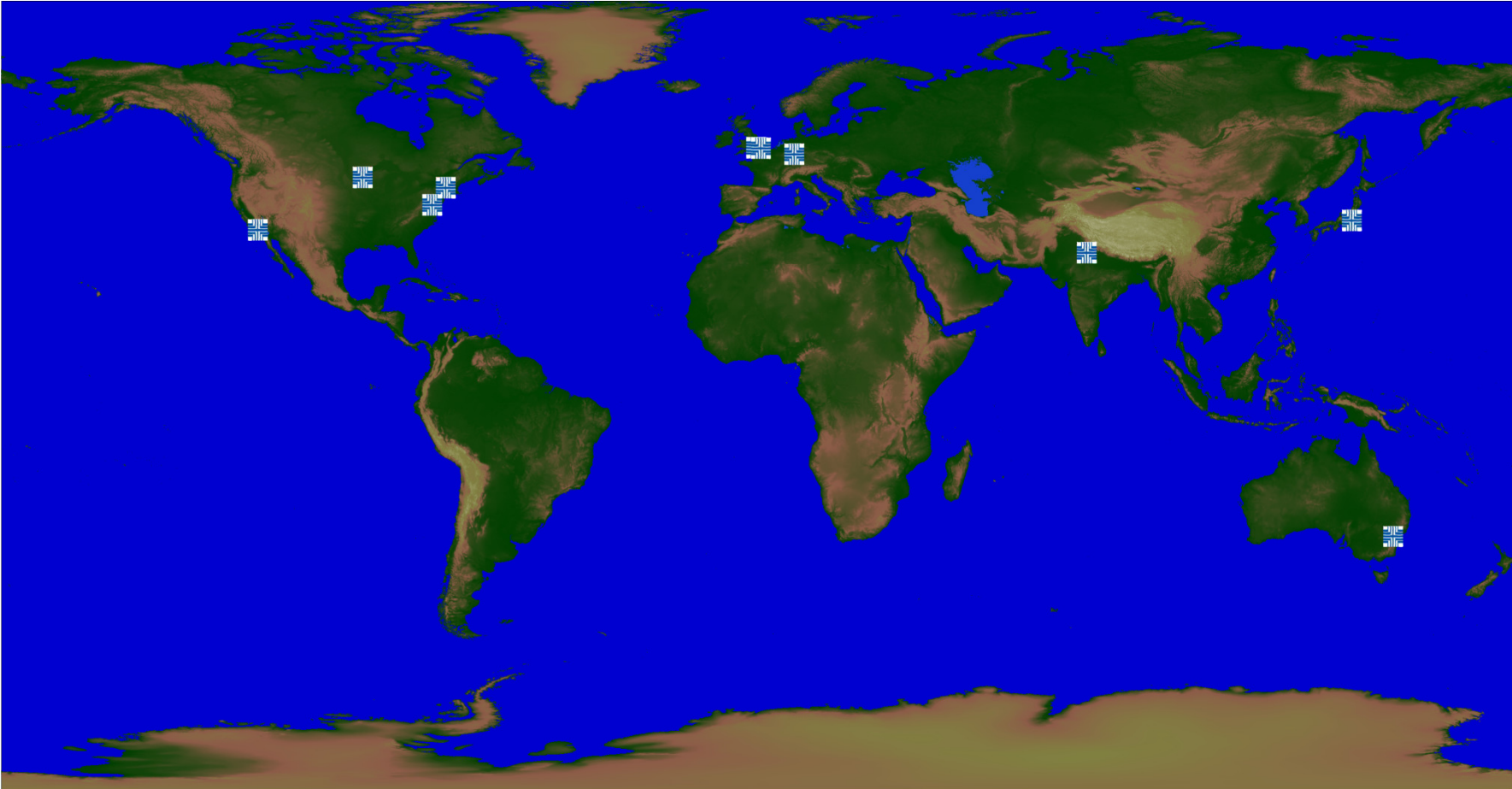
# Global Technical Support

## Charter:

To provide you with a *positive* and *memorable* support experience, through *knowledgeable* and *engaged* staff, that inspires you to tell your friends. To take *ownership* and *responsibility* for the technical relationship and provide a *standardized, consistent* single face across the world.



# Where we are now



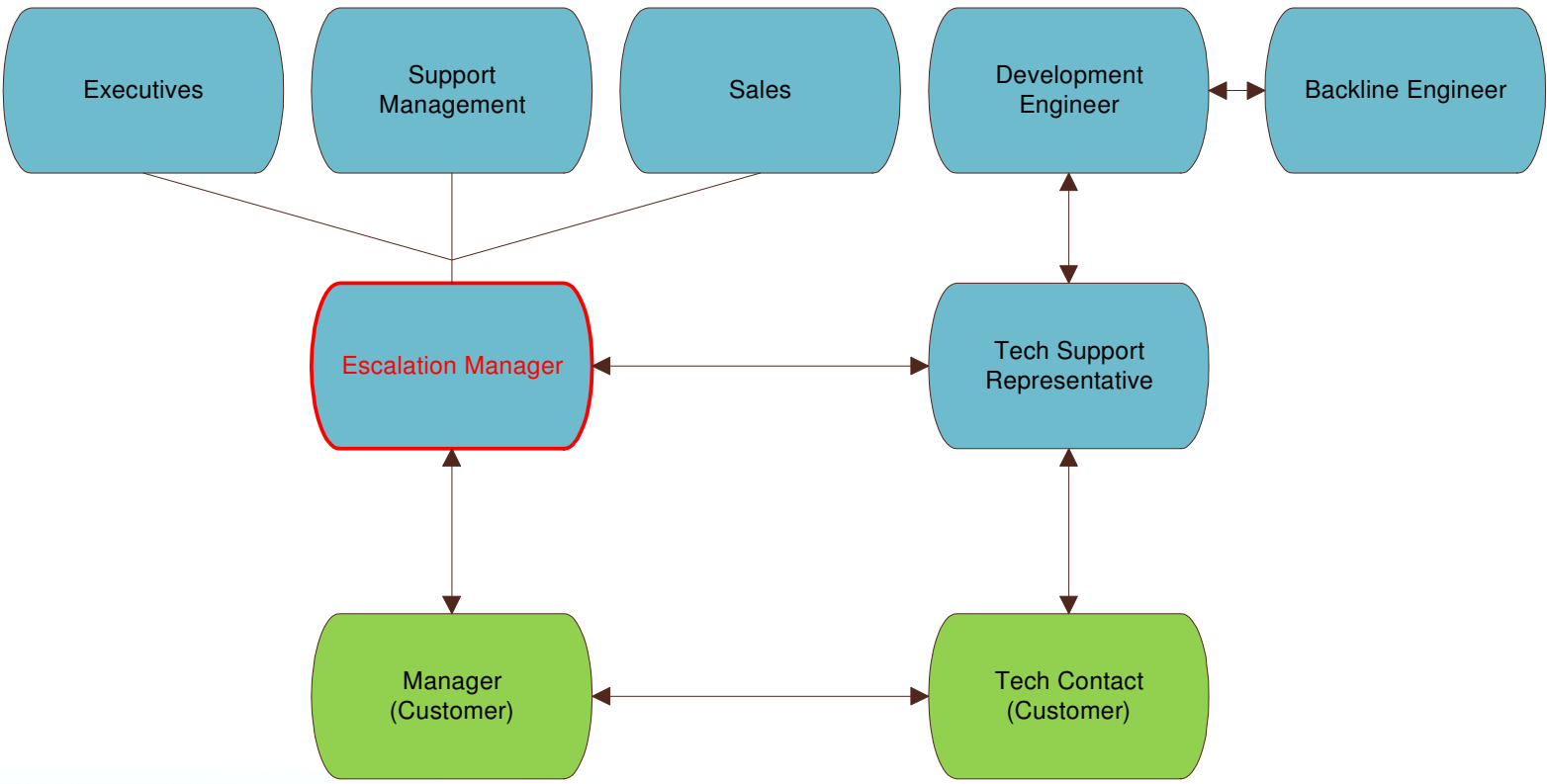








# Virtual Escalation Resolution Team





# New Technology

- Single CRM \ Tech Support Systems worldwide
- Unified phone systems and call routing
- KB visible to all Tech Support staff and Engineering
- Online access for customers with capability to log and track tickets



# Merging Companies

- Backbone structure in place
- Global communicated vision
- Consistent best practice policies and procedures
- Global performance measures
- Virtual teams, buddies
- Tech Support Community
- Flexible location
- Training transfers
- Ongoing training program



## New Services

- 24x7 with Engineering Support
- Managed Support Services
- Technical Account Administration
- *Self Service Ticket logging and tracking*
- *Upgraded Knowledge Base*







Thanks for your time!

**Q & A**

