

Nomination: 18920

Project Revolutionize

Page: General Information
Name of Organization / Company HP
Logo No File Uploaded
Web Site Address www.hp.com.au (http://www.hp.com.au)
Page: Entry Information
Entry Title Project Revolutionize
Category J01 - J04 Award for Innovation in Customer Service > J02. Award for Innovation in Customer Service Management, Planning & Practice > Computer Industries
Submission Format An Essay of up to 625 Words

Essay

Project Name: Project Revolutionize- Empowering Customer Service organization to improve technical awareness & enhance customer experience.

Team: HP Advanced Technical Support & Customer Assurance (ATS & CA) team, Asiapacific Region

About our team:

We, ATS and CA, are responsible for resolving highly complex technical issues on HP Personal System products for our customers across Asia Pacific region. Typical Business Escalation flow starts with customer speaking to our Account Delivery Manager □ Field engineers □ Elevation Management Team (L1.5) □ Advanced technical support & Customer Assurance organization (our team). This is last safety net in the customer service team before the Engineering resources are engaged.

Problem Statement:

Customers increasingly demand resolution of the reported concern to be resolved within shorter time frame before it gets highlighted to their larger diaspora of end users. In most cases, the concern related is not a typical Quality/Product Issue. It was necessary for us to review/educate our customer facing teams on the Technological knowhow, Hardware limitations, Industry specifications and Standards to ensure that the right customer expectation is set right from the beginning of the escalation.

Our approach:

Satisfied customers are more likely to remain loyal and recommend our products & services to others. We had to prepare internal stakeholders to have difficult conversations with customers especially in Business Escalations where the sales order was at either risk or reversal. Proactive training of internal stakeholders is crucial for several reasons, and it plays a significant role in the overall success and sustainability of an organization. After several brainstorming sessions across cross functional stakeholders, ATS & CA team proposed an internal training model designed to equip the Customer Facing stakeholders with training on latest technologies, competition insight & art of being agile in engaging the Customer appropriately to address their concern. Empathy interviews with Internal stakeholders revealed few topics which required Proactive training for customer facing teams within HP to better support the product and process.

This led to the formation of the core agile team, Vishwanatha M, Ramakrishnan M, Rashmi McLaren, Anil Kumar S & Kali Krishna Pal from our India team and the project was titled, "Project Revolutionize". The ideation started in July 2022 & program kick started in September 2022 with a pilot in India. With the success seen in India, the Project was expanded to SEA, Korea & ANZ countries.

Objective: In response to the dynamic technological landscape and the customer demands, the objective was to implement a proactive and comprehensive training program aimed at equipping Key Internal Customer facing stakeholders with the necessary skills and knowledge to "Stay current with Technological Advancements", "Enhance Technical Competencies", "Efficient Story telling" & "Foster Innovation and Creativity"

Deliverables:

- Provide insights about Technological limitations/Industry standards & Best practices
- Develop customer shareable & Internal training documents for the related topics
- Best practices for Personal systems maintenance to get maximum output from HP Product
- Reduction of resolution TAT and case volume, improving TCE (Total Customer Experience) –
Example: Display session – 80% reduction in the number of Business Escalations related to display tint in FY23 as compared to FY22
- Upskilling of Customer facing Workforce & become a strong evangelist for HP latest innovation offerings

Achievements:

Core team ideated, invested numerous hours and created tailored content for our vast expanse with collaboration of our Engineering teams to prepare the training content.

- 13 sessions were conducted with 300+ participants across Asia Pacific with 100% survey satisfaction scores
- Display technology awareness session alone led to a cost avoidance of USD 5.81 million in FY22/23 (by avoiding LCD panel replacements for ~21k notebook PCs)
- Customer facing advisories/articles are being developed as a part of the Project Deliverable- to better equip the teams to support customers
- Care Center training documents are being updated to cover the latest technical information

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (https://asiastevieawards.secure-platform.com/file/28165/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpUlkIjoyODE2NSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9Project%20Revolutionize_Stevie%20Awards_2024.docx)

File 2

No File Uploaded

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

No

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree