

Welcome to CustomerCONNECT Keynote



Customer**CONNECT**
Listen. Evaluate. Improve.

Simplifying and Scaling for Customer Self-Serve Capabilities



FEATURED SPEAKER

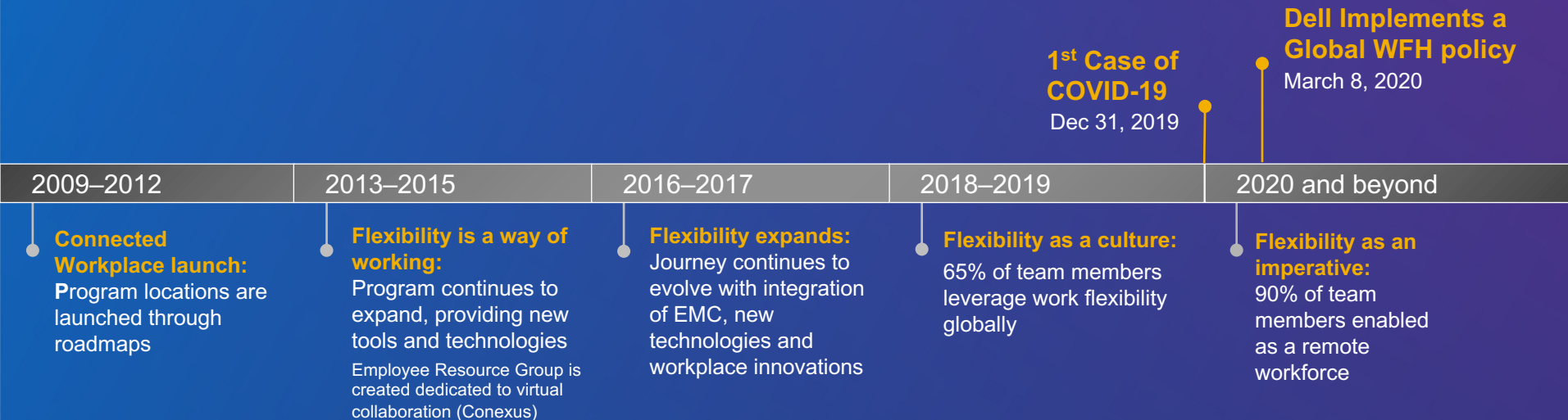
Bit Rambusch

Vice President of eServices &
Knowledge

DELLTechnologies

Mobilizing a remote workforce

Our workforce transformation journey



Key technology enablers:



Emergency preparedness & response



“ *Dell Technologies has 150K+ employees globally, and our goal was to enable everyone (whose role allowed) to work remotely, or rather, work from anywhere.* ”

Jen Felch
Chief Digital Officer and CIO
Dell Technologies



Activated Corporate Crisis Management Teams (CMT)

January 27th, 2020

Environment,
Health & Safety

Security
& Resiliency

Communications

Chief Customer
Office

HR

Dell IT



COLLABORATE

Develop protocols, processes, guidelines to look at the health & safety of team members



ASSESS

Build a risk assessment tool to start trying to figure out is where the high risk was happening country by country



RESPOND

Communicate with team members and partner with Dell IT to enable a remote workforce

Enabling Dell's global workforce and customers

110K

Service Desk
contacts

4K

Notebooks
2 weeks

90K

VPN user load
tripled

**Ramped Up
Capacity for
Critical IT
Infrastructure**

30K

WFH w/Avaya
1X softphone

130K

Remote
Work from
Home

10/40

Chat / Phone
Time to
answer

57K/14M

Zoom
meetings/minutes
daily

Suddenly 90% employees are working remotely

Things to consider esp. when the whole family is working from home



Dell office in a box

Physical

- Home office setup
- Home Wi-Fi speed
- Quiet place
- Ergonomic considerations

Cultural (Human)

- Work-Life balance at home
- Remote work policies
- Communications channels
- Encourage video calls

Technological

- Device, technology choices
- Capacity planning
- Internet, VPN bandwidth
- Remote support, Helpdesk, self-service

Changes – How customers and employees adapt

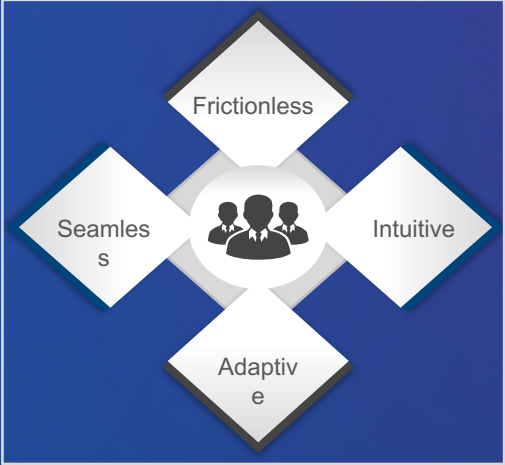
Understanding the Digital Experience

Customers engage Dell for **three reasons:**


- BUY 
- LEARN 
- SOLVE 



How do we make **their experience:**



To complete **their purpose:**

- JOURNEY 
- RELEVANT 
- RESOLUTION 

+250 million online customers

Insights driven from

- Online survey's to quantify customer satisfaction
- Offline call centers
- Customer verbatims to qualify the customers point of need
- Analytical flows to provide customer journey's and in-depth analytics



Deliver expertise at the customers point of need

+2.1M
New Portal
Views

Self-help
portal
stood up
and enabled

94%
Video Usage
Success
Rate

70%
Customer
Engagement
Score

+1.1M
New Video
Views



45%
Top Traffic
Top Videos
Top Call Drivers

Revamping the video strategy in 3 months

4K
How to Videos

Video Portal
Including YouTube

100%
New Product Introduction Coverage

94.3%
Video Success Rate

70.1%
Customer Engagement Score

3D
Video Coverage

41.1%
Increase in Views




Video

Customer Replaceable Unit (CRU) Videos

Customer Replaceable Unit (CRU) videos provide step-by-step instructions on how to replace parts on your computer. For more information, see the Dell Knowledgebase article [Customer replaceable unit \(CRU\) videos for Inspiron and Latitude systems](#) and select your product. Additional support videos on many other topics can be found on [Dell.com/support](#) by searching for your topic or from the dedicated video library.

YouTube Videos

Dell provides these YouTube videos as a courtesy to provide you information about the best practices about working and studying remotely. Dell cannot guarantee that the videos may not be deleted or the content within due to updates.

 <p>Working from home tips</p>	 <p>How to Create an Organized, Productive Study Space</p>	 <p>Security Awareness Quick Tip: 5 Security Tips for Working Remotely from Home</p>
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Customer testimonials

Large designated hospital provides care to over 1,000 patients in Wuhan



Situation

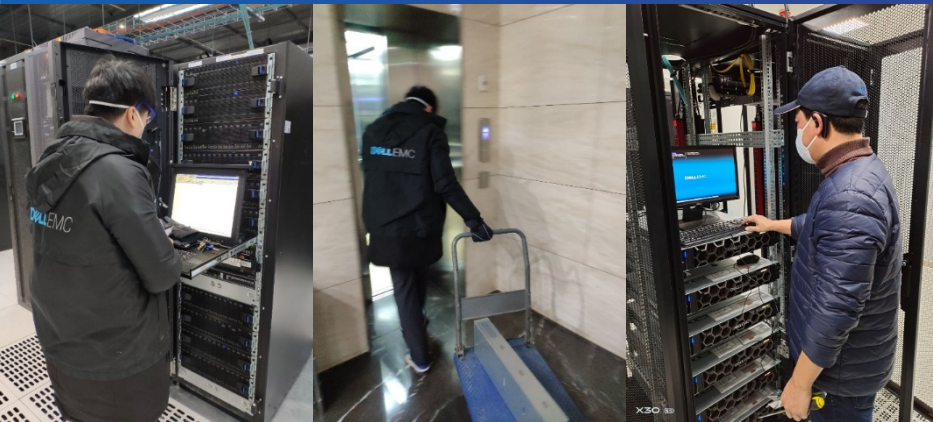
- An HVAC failure where their infrastructure resides caused a system outage during COVID-19 crisis.
- Tens of thousands of patient files were locked causing disruption to hospital applications that critical patient care services

How we helped

- A global cross-functional team (VxRail support team, VMware, field services) responded immediately
- The team worked 20 hours through the night, unlocking and repairing all files
- All work was done remotely to ensure safety at the time but our field engineers have since begun returning onsite wearing PPE

Result

- Functionality of all applications and 100% of patient files were recovered prior to the hospital reopening for the day
- Staff was able to have uninterrupted access to important patient care services across the full capacity hospital



Massive floating hospital USNS *Mercy* mobilizes to augment patient care



Situation

- Hospital was scheduled to dock and receive an upgrade to their VNX environment, but was redeployed to another state that was highly impacted by the COVID-19 crisis to provide patient care.
- Hospital is on total lockdown – all service and support must be done remotely



How we helped

- Expedited an urgent request for drives to extend life of current configuration - team member in the area delivered directly to the ships CIO
- Expedited delivery of laptops needed by quarantined crew
- We are standing up a simulated customer environment in order to remotely walk the customer through the upgrade process

Result

- Hospital was able to mobilize quickly and augment critical patient care where needed most
- Extended life and stability of current environment and enabled crew with laptops for patient intake
- Hospital can move forward with a fully blind remote VxRail upgrade when ready

Government agency accelerates vital COVID-19 research efforts



Situation

- The COVID-19 pandemic created an immediate, urgent need for additional systems at multiple locations to allow scientists to research the virus and analyze its genetic makeup to help find a cure

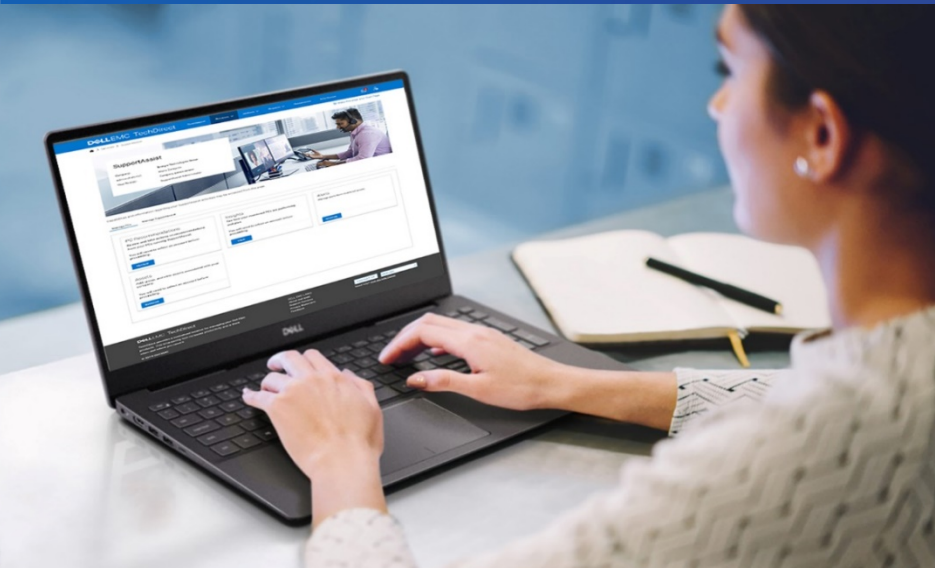
How we helped

- Worked to adapt usual parameters of staging shipments throughout the year to make all orders happen ASAP.
- Coordinated across multiple teams to build timely quotes and orders on multiple platforms.
- Rapidly deployed close to one thousand client systems within 1 week to a dozen remote locations
- Pre-built 30 servers ahead of order processing to expedite delivery – cutting down delivery time from 60 days to 1 week

Result

- Enabled the agency to set employees up to telework, continue their critical research and support make shift hospital teams.
- The customer's excellent IT staff has been able to keep things running smoothly

“Excellent work...(to the entire Dell Team! ...grateful for all the extra effort as we combat this virus.”



Digital transformation

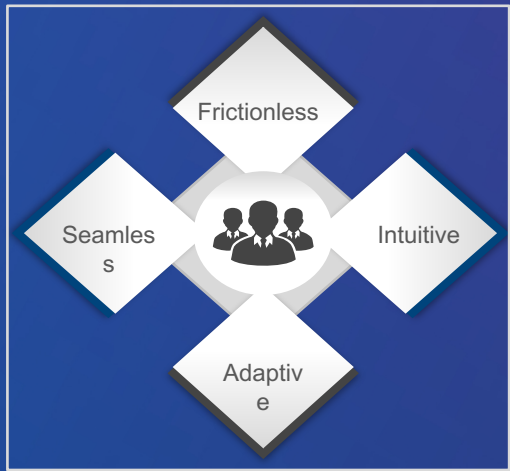
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The logo for Dell Technologies, featuring the word "DELL" in a stylized font where the "E" is composed of three slanted parallel lines, followed by the word "Technologies" in a clean, sans-serif typeface. The entire logo is rendered in white against a solid blue background.



Thank you for attending this session. This event will be available for on-demand replay.



Execs In The Know