

# **Cisco Systems**

## **Customer Advocacy Program**

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### **Project**

The purpose of this project for Cisco's Customer Advocacy Program was to educate Cisco's sales force, technical support staff, and partners on Cisco's groundbreaking customer support Web applications.

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### **Exploring Cisco Connection Online**

**The Cisco Connection Online (CCO)** is a suite of interactive, electronic services that provide immediate, open access to Cisco's information, resources, and systems – anywhere and anytime. The Cisco Connection was created leveraging and expanding on the information delivery and retrieval capabilities of the technical assistance applications of Cisco Information Online (CIO).

Because of its ability to deliver unprecedented self-service to users, CCO has experienced tremendous growth – supporting over 50,000 log-ins per week with 10% month-over-month growth. Handling more than 100,000 inquiries a month, CCO's quality of online information and services has been rated number one by *Data Communications* magazine.

Cisco Connection's broad range of features and services enables Cisco's customers and partners to streamline business processes and improve productivity. Cisco Connection users have instant access to Cisco product information, software, documentation, technical assistance tools, training programs, electronic commerce applications, and more.

#### **News and Information**

Cisco Connection provides easy online access to company news, employment opportunities, and press releases – along with information for educators, investors, and analysts.

The Product Information section provides complete details on Cisco's line of networking solutions, highlighting practical, real-world applications and providing details on the features, benefits, and technical specifications of each Cisco product.

#### **Sales Tools**

**Cisco Connection Online** offers partner and customer-specific information. Registered partners have access to valuable Cisco sales tools and information, including automated software distribution and product lead times. Partners also have the power to grant their customers access to CCO through partner-initiated customer access.

**Electronic Commerce**

Cisco's electronic commerce applications simplify and expedite the process of doing business with Cisco. Commerce Agents give you real-time online access and convenience in configuring, pricing, and ordering Cisco products.

**Configuration Agent**

You can save time and money by eliminating costly change orders with our new Configuration Agent. Configuration Agent links directly to Cisco's internal database to make sure you get the right product – with the right number of ports and the correct memory and software – the first time you submit your order.

**Pricing Agent**

Obtain your price quotes faster with Pricing Agent. Pricing Agent allows you to view the complete Cisco enterprise price list. You can search for pricing based on product family, description, or item number.

**Status Agent**

Keep current with the status of your Cisco orders through **Status Agent**. Status Agent displays everything you want to know about an order, from the products ordered to shipping dates and billing details. If you use Federal Express or UPS, Status Agent gives you up-to-the-minute delivery information. Status Agent handles well over 5,000 transactions per week, providing a tremendous increase in productivity for Cisco customers, partners, and employees.

**Software Services**

All current releases of Cisco's IOS software are available online using CCO's **Software Library**. Customers and partners with Cisco software support contracts have the right to use the Software Library to download their updates and fixes.

With CCO, customers and partners have online access to over 1,200 different software images for current and legacy versions of Cisco's IOS software, allowing them to install most all versions of Cisco software. On average, users download well over 5,000 software images per week.

**Software Upgrade Planner and Release Checklist**

The Software Upgrade Planner helps you plan for and implement seamless upgrades. The Software Release Checklist confirms that desired software meets minimal memory requirements and is compatible with your hardware.

**The Bug Tool Kit**

Another example of Cisco opening up its internal databases to customers and partners is the Bug Tool Kit. Cisco's entire bug database is available for registered customers and partners. Furthermore, CCO provides these users with the navigation tools to easily track down and resolve problems.

With **Bug Alert** you create a profile of your network environment. Every night the system looks at the new bugs in the database, and if they fit your profile, you are sent a Bug Alert eMail. Bug Alert is an early warning system that allows you to find bugs, understand them, and avoid them.

**Technical Assistance**

Answering over 600 questions a month, CCO's Technical Assistance is one of CCO's most popular features. Any customer or partner with a support contract can get immediate answers to common technical questions, open a case on a specific problem with Cisco's Technical Assistance Center (TAC), and even

download software images.

### **The New Model for Cases**

Customers are increasingly opening cases electronically. In the old model, Cisco had an internal case tracking system with restricted access for Cisco employees. The new model, featured on CCO, allows customers to open a case, add information to an existing case, and query the status of cases – all online – removing the necessity to call us and reach a particular engineer.

### **Electronic Support Delivery Works**

**Cisco Connection Online** provides the framework for knowledge exchange with customers, partners, suppliers, and Cisco employees. Cisco Connection's services form a world-class electronic information, commerce, and support system that provides instant access to the tools needed to purchase products, maintain networks, and increase productivity.

With the development of these leading-edge Web-based technologies, Cisco opens up internal systems and resources, putting control of the business relationship in the hands of our customers and partners. Cisco Connection Online is business without barriers.

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