

Dell – Enabling Customer Outcomes with Education Services

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Agenda

- Overview
- Challenges
- Integration with Services
- Results
- Lessons Learned



Overview

- As a small part of a large IT company, Dell Education Services must compete for sales awareness against a long list of Dell mainstream hardware and services offerings.
- Dell Education Services was not integrated into the services and was often neglected as part of the solutions sold to our customers.



Overview

Dell's IT Lifecycle Services story, often leveraged by sales teams to explain Dell service offers and capabilities to customers, didn't include education services





Challenges - Customer and business impact

1

Limited training content design and development resources meant education services couldn't keep up with constantly evolving technology needs of customers.

2

Low education services awareness among the sales force meant not addressing customers training needs and lost revenue opportunity for Dell.

3

No formal training program to certify channel partners interested in delivering Dell services.

4

Customer's training needs identified via tech support data aren't addressed.



Integration – How Dell Education Svcs integrated with the broader Svcs organization

Customers
Needs

1

Sales
Opportunity

2

Support
Services

3

Customers
Needs

1

NPS studies showed Dell customers want more training...

43%

Dell customers said they need more training and awareness

- ~ 6000 customer responses from survey
- Highlighted lack of marketing

Sample customer quotes highlighting gaps with disintegrated organizations

“We need to optimize our hardware investment with people who demonstrate the right technical skills.”

“Add training at time of sale, so that they do not get added in when the budget is already exhausted.”

“Make training easy to access for product lines.”



Sales
Opportunity

2

Missed revenue and value to customer

21%

Higher revenue spent with Dell after taking education services training

- Customer spending was tracked and compared to similar customers over 7 quarters who did not purchase training



Support
Services

3

Support services benefits

18%

Lower tech support contact needs when customers take education services training

- Compared to customers who didn't take training
- On Storage platforms

30%

Lesser need to engage a higher level technical support engineer when customers take education services training

3

Education services created training based on top tech support call drivers

Top Issues for storage

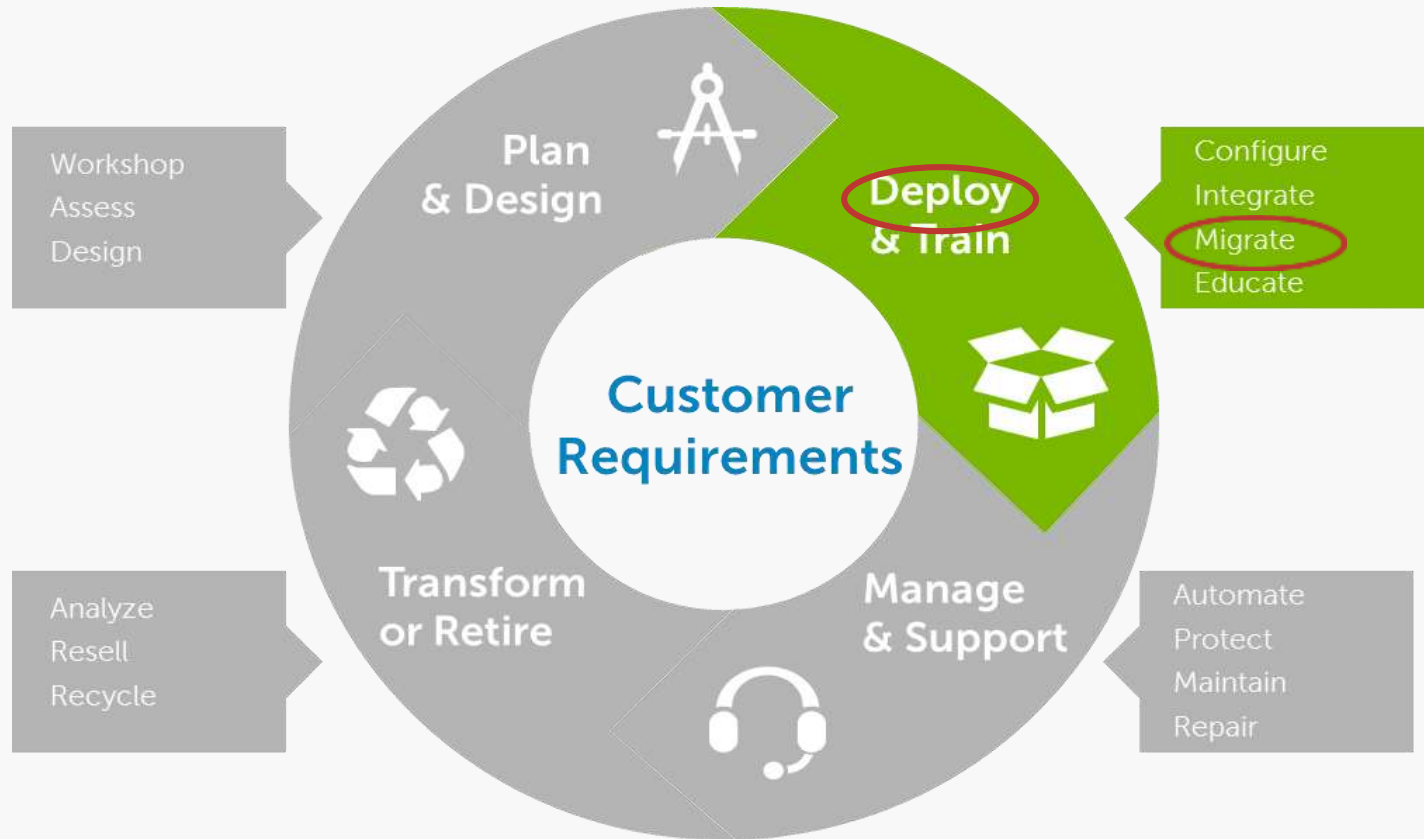
- Firmware updates 30%
- Group manager navigation 23%
- Initial configuration 15%
- Web access information 9%

Storage training module created

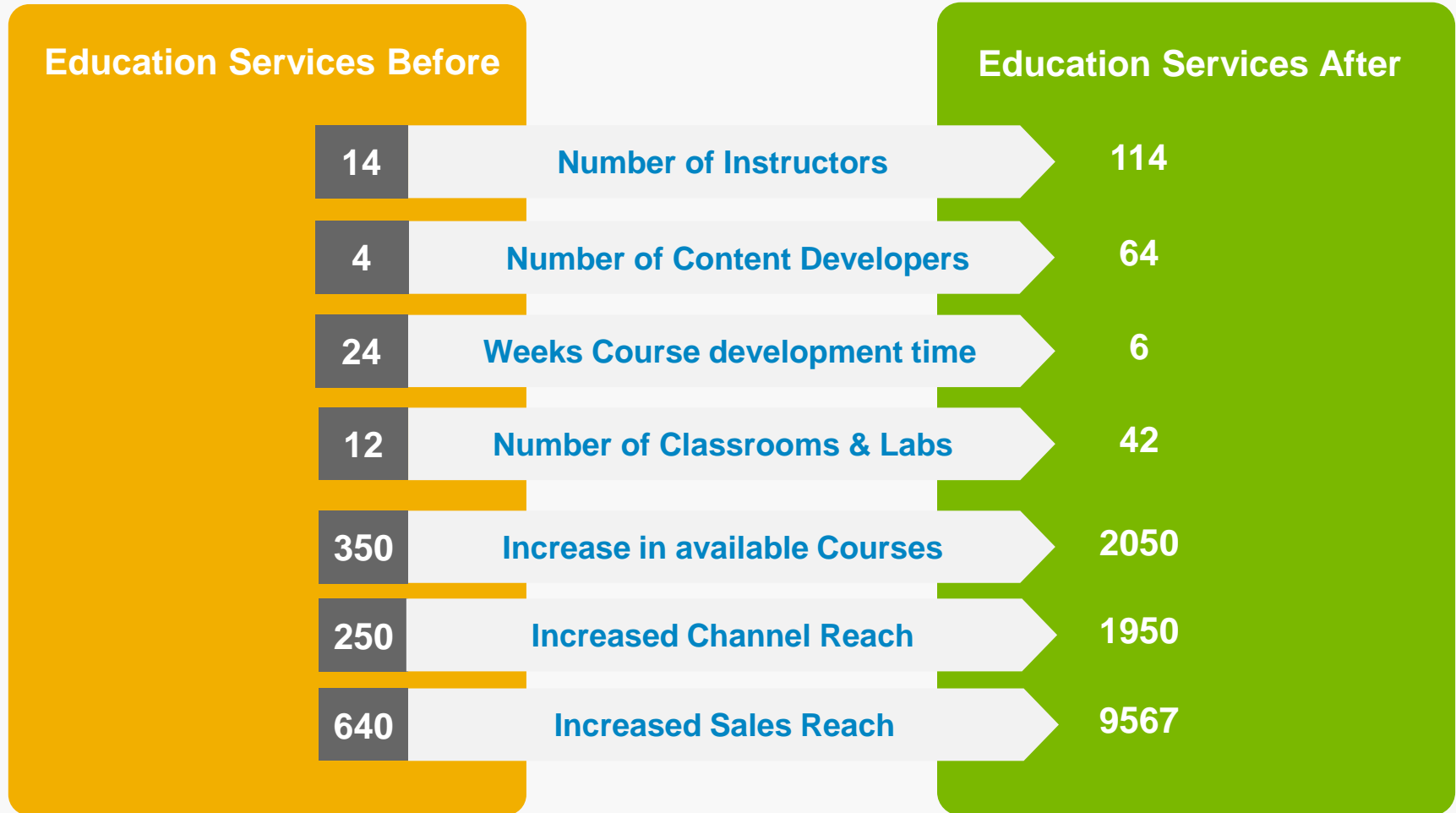
- Online introduction course for product line
- Advanced features and management

Based on customer tech support history, sales teams could recommend and sell relevant education services to customers

Results - Education services was integrated with Dell services organization – gaining awareness of thousands of sales makers who now can better articulate the value of training as part of the customer’s IT Services Lifecycle.



The integration also enabled education services to leverage the broader scale of Dell services



College boosts education services through WiFi



Business need

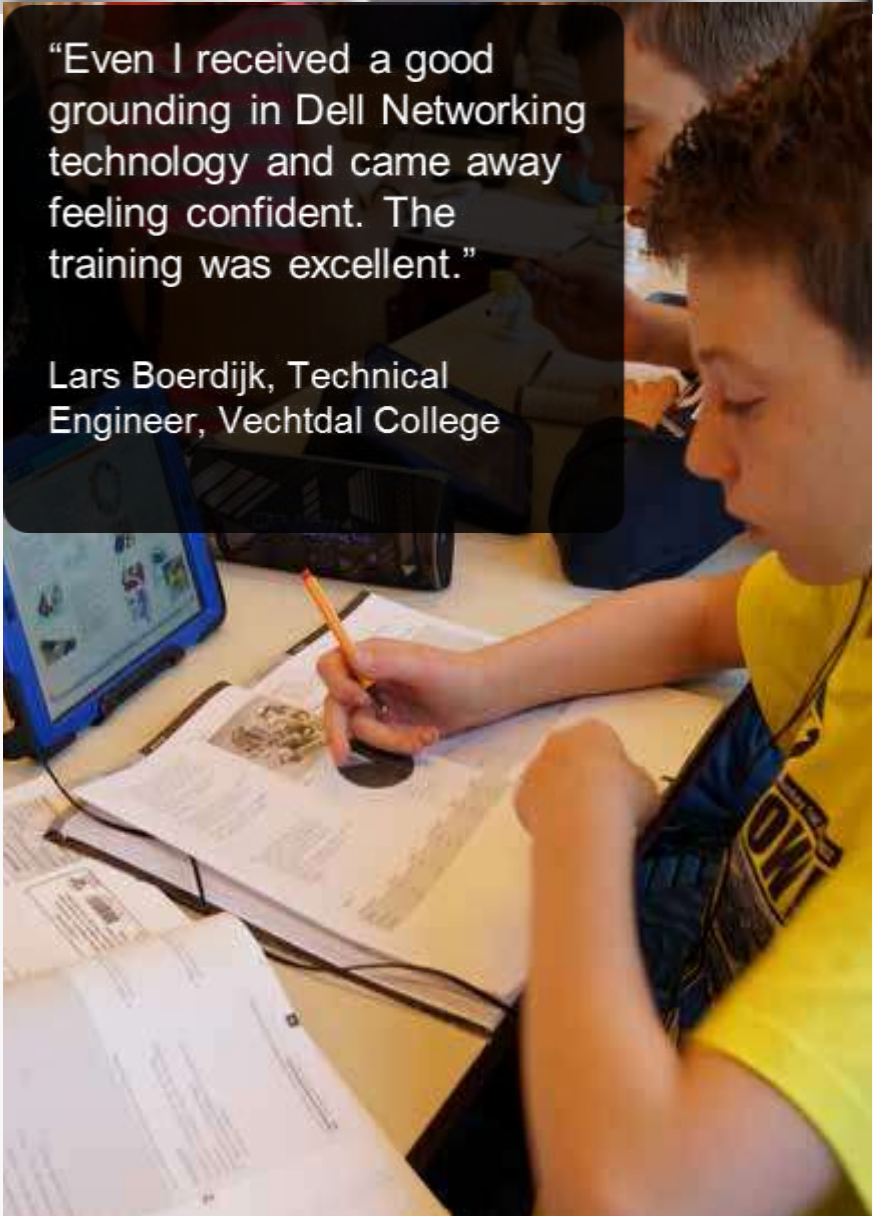
Vechtdal College wanted to enhance study programmes and help teachers create more dynamic learning environments through mobile devices.

Solution

The college deployed a Dell Networking wireless network complete with access points, controller, intrusion protection and firewall. **With knowledge from a Dell Training course on how to configure and manage the solution, they were able to deploy the network on their own.**

Benefits

- Students and teachers enhance performance with fast WiFi access
- Teachers deliver more engaging learning environments to students
- College saves up to €25,000 (\$34,300) with 27 per cent fewer access points



“Even I received a good grounding in Dell Networking technology and came away feeling confident. The training was excellent.”

Lars Boerdijk, Technical Engineer, Vechtdal College



Lessons Learned

1

Tie education benefits to your company metrics that matter: Net Promoter Score, sales revenue and tech support call rates.

2

Develop training that helps your company differentiate its products.

3

Collaborate with your company's product groups to incorporate training into new technologies to drive product adoption.

4

Collaborate with your company's tech support team to create training that also addresses your customer's top technical concerns.



Thank You!

Any Questions?