ABB Automation Technology Services in Wickliffe, OH (USA) is pleased to announce a Global Service Center Summit and invites you to attend and participate the week of October 1, 2006. The purpose of this conference, which we hope will be the first of an annual event, is to explore and leverage ABB Customer Support Best Practices locally and globally for customer satisfaction and loyalty. Many are expected to attend representing ABB Divisions, factories and industry business units.

**Workshop Tracks**

There are two tracks for this workshop to maintain smaller working groups and to allow attendees to delve deeper into the subject areas that interest them the most. When registering, please sign up for the track that generally interests you the most. The detailed weekly schedule will be published closer to the event. Daily key-note sessions will include all summit attendees. One track will explore call center operations and service management topics; the other track will focus on parts, repair and logistics services:

**Track “A”: Call Center & Service Management**

**Track “B”: Parts, Repair and Logistics Services**

General daily schedule will be 8:30am - 5:30pm with at least one morning and afternoon break, and 1.5 hour lunch break Monday through Friday. There will be office spaces and conference rooms available between 7:30am - 8:30am for business or briefings. There will be small and large group gatherings each day beginning at 6pm (various durations and locations).

**Workshop Abstracts**

Below is a preliminary list of workshop topics with an abstract that covers the subject matter. More topics will be added as participant feedback is returned. We will also include the most popular topics in the general sessions so that all participants may attend.

**Summit Best Practices Topics**

- Customer Relationship Management
- Web-Based Order Management
- Key Customer Management Strategies
- Resource Scheduling, Dispatch
- Value Based Sales Strategy
- Customer Service Representative Training
- Product Life Cycles & New Product Readiness
- Knowledge Management
- Customer Facing Product Support Tools
- Customer Contact Process Mapping
- Customer Satisfaction & Surveys
- Regional and Group Interface / Interaction
- Additional topics available

**Guest Speakers from**

- Customer Contact Council
- Achieve Global
- and ABB

**Guest Speaker Topics**

- The Anatomy of a World Class Contact Center
- Building the Next Generation of Customer Contact Talent
- Benchmarking Results
- Creating Stellar Customer Relations
- Strategy to Results through People

**Panel Discussions**

- Details pending Topic selections
Abstract: Customer Satisfaction - Surveys
An adjunct to Customer Relationship Management is the ability to survey the reaction and satisfaction of the served customer base. It is a strategy used to learn more about customers’ expectations and loyalty in order to develop process improvements and stronger relationships with them. There are multiple levels of measuring customer satisfaction: a) transaction based, b) loyalty based, and c) strategically oriented. The technological component to Surveying for customer feedback is also varied, with the potential for variety of leading as well as misleading analysis and results. The process approach to soliciting, receiving, and responding to customer satisfaction is an integrated way to think about this aspect of CRM.

The purpose of this summit topic and workshop is to review processes and technologies used by ABB to improve customer satisfaction and loyalty. We will explore the types of surveys, means and methods of surveying, efficient and effective survey development, identification of key success metrics, communicating and marketing analyzed data, leveraging feedback internally and externally, and uniformity within the ABB environment. Participants are encouraged to come prepared to discuss best practices used in your local operations to capture customer feedback and to demonstrate effective methods for using that information for improved business results.

Abstract: Customer Service Representative Training - Competency Management
Customer Service Representatives, or CSRs, are a significant resource in delivery of competent, effective customer service. Competency Management (training) is a strategy used to deliver instruction on process, product, and behavior to ABB employees (and affiliates) as well as an opportunity to learn more about customers’ needs and behaviors in order to develop stronger relationships with them. There are many methodologies and components to CSR training, some more effective than others based upon environment and personality. The various ways to approach training is as a process that will help tie together the various components and plethora of information in a uniform, structured manner that demonstrates effective training, knowledge retention, resource access and data mining without having to disrupt operations and providing value to the employee.

The purpose of this workshop is to review processes and technologies used by ABB to provide better customer service representatives. We will explore the methods of learning, means and methods of training, efficient and effective CSR development, identification of key success metrics and record storage/retrieval. Participants are encouraged to come prepared to discuss best practices used in your local operations to train and orient customer service reps, specialists, and field engineers that demonstrate effective methods for improved business results.
Abstract: Customer Relationship Management
Customer Relationship Management, or CRM, is a strategy used to learn more about customers’ needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends.

The purpose of this workshop is to review processes and technologies used by ABB to provide better customer service, make call centers more efficient, cross sell products more effectively, help sales to close deals faster, to simplify marketing and sales processes, discover new customers, and increase revenues. Participants are encouraged to come prepared to discuss best practices used in your local operations to capture customer information and to demonstrate effective methods for using that information for improved business results.

Abstract: Customer Contact Process Mapping
According to Lord Kelvin, “Before you can control something, you must first be able to measure it.” One of the most basic tools for process improvement is the process map flowchart, to help promote process understanding, to provide a tool for training, to identify problem areas and improvement opportunities, and to depict customer-supplier relationships.

In this workshop we will identify key processes used within ABB to manage customer interactions by contact type and service provided. Participants are encouraged to bring examples of process flows used within their centers for presentation and discussion. Topics will include contact types, process flows, performance metrics, continuous improvement, and mapping tools, among others.

Abstract: Key Account Management
Our customers want suppliers who are easy to do business with and who create value. Successful suppliers listen to what their customers want and focus on delivering to their expectations.

This session will explore a customer-focused approach to aftermarket support for spare parts and related solutions thru the product life cycle. It will examine the process changes implemented in Canada and the US to become more customer focused and create that added value our customers want. It will encourage attendees to share processes and approaches from their own operations that have created value with their customers.

Abstract: Knowledge Management
Explore how to leverage ABB Library internally and externally to deliver cost effective service and drive costs lower while exhibiting continuous improvement.

Abstract: Value-Based Sales Strategy
“Clear Problem definition is only half the solution, knowing what to do and how to do it is the other.” A value-based sales strategy begins with fact-finding customer engagement to establish clear understanding of the problem. With a clear understanding, ABB products and Services can be suggested which best satisfy the identified requirement. To provide the most value, it is critical to be well versed in the complete ABB offering and the immediate and long-range benefits of recommendations.
Product Life Cycles and Support
Customers expect support to continue for as long as they have our products in service. With a large and diverse installed base, support for many of these products falls on the Logistics and Service organizations… How we handle these support challenges often determines whether the customer continues coming back to ABB for more products and services.

This session will review Life Cycle policies for various products and how best to communicate those with our installed base. In the interest of finding best practices we encourage attendees to share their successes and failures with the group.

Abstract: Resource Scheduling
Scheduling of resources within Service is a demanding, time-critical, ever changing challenge. It presents a number of unique demands from both our customers and within our own organization. Providing the customer with the correct skill-set (both technical and situation focused) is paramount. Meeting that challenge with recognition of employee work loads, vacations, aspirations and preferences is a unique challenge.

The purpose of this workshop is to review processes and technologies used by ABB to provide optimum service resource scheduling. The workshop will be an open forum, input driven session driving to explore the experiences and knowledge of the attendees. Discussion of resource sharing within our own organization will be reviewed. Tools, techniques and processes that help facilitate service resource scheduling will be reviewed with the end goal of documenting a best practice process which help ABB serve our customers as well as our Service employees in the best way possible.

Abstract: Web-Based Order Management
Discover how Business Online helps "Deliver the Perfect Order." ABB Business Online provides an online order entry platform, automating error-prone steps and accelerating the opportunity-to-order cycle.

Business Online provides an easy to use online interface to ABB Products, Parts, Repair and Warranty order processing. Internet accessibility and easy to navigate tools provide 24-hour access to order entry and tracking capabilities through a standard web browser and secure log-in.

Business Online's time saving features include product information, documentation stock availability, and order tracking history for multiple product groups/locations and customized product listings.

Abstract: Customer Facing Product Support
Discover how to leverage ABB Library internally and externally for breakout use of self-service.

Abstract: Regional & Group Interface/Interaction
Participate in the discussions concerning how to “think globally, act locally”. Share ideas on building blocks vs. stumbling blocks internally as well as externally.

Abstracts pending on Supplemental Topics:
- Performance Management Contracts
- Service Pricing Tools & Contracts
- Softcare
- Servicing 800xA
- Service Upgrades & Systems projects
- Full Service
- Remote Support & Firewalls