

Involve. Evolve.

THE NSeSD QUALITY NEWSLETTER

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Where
good
ideas
can
go


**Keep your customers
in your line of sight**

“When we know what our customers are doing, we can begin to anticipate their needs. We are glad to have exposure to real-world issues that our customers face.”

*– Jerry Cochran,
Manager,
Knowledge Management
and Messaging Solutions
Engineering*

**Going the distance at
Fidelity Investments**

When Fidelity Investments, America's largest privately held investment manager (over \$1 trillion in customer assets) was facing difficulties in their Exchange deployment, the problem was escalated to John Hargreaves' Knowledge Management and Messaging Solutions team. Under Jerry Cochran's management, the team was tackling the very same problems to develop solutions.

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**Ten steps YOU can take to
make a difference**

The Fidelity NE Account Manager Catherine Frame says, "Often we don't set ourselves up to get value from the customer." Here are 10 steps Frame says you can take to make a difference with customers.

1. Intentionally look for ways to forge relationships.
2. Bring in the right resources.
3. Stay involved and nurture the relationship.
4. Lavish attention on the customer. Go out of your way to help, advise, and build credibility.
5. Expect to learn from the relationship.
6. Encourage feedback and input.
7. Use it.
8. Make the strategy investment yourself (or to use the latest buzz, "Eat your own dog food.")
9. Return calls promptly.
10. Relentlessly work the issues.

FEATURING

- *Going the distance at Fidelity Investments*
- *Quality and the reptilian brain*
- *Solutions Engineering – a competitive weapon*
- *Aeros go to three winners*
- *NSeSD metrics for quality*

**Rays' Corner**

We're serious about our goal to become "Number 1 in 2001." In fact Compaq is so committed to quality and customer satisfaction that scores from ongoing customer satisfaction surveys will determine 30 percent or more of senior executives' variable compensation. Customers' assessment will be reflected in the paychecks of executives from Michael Capellas down into the business units.

NSeSD wants to satisfy our partners and our customers so that both look on us as the industry's best partner. See page 2 for our quality metrics.





You can make a difference.

NSeSD

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#1 in 2001

COMPAQ

("Going the distance" continued)

Jerry began working the issues with Fidelity, and a solid team relationship developed. Jerry welcomed the opportunity to consult to Fidelity since it gives his team exposure to real-world issues that Compaq's customers are facing. In return, Fidelity has helped shape the work the Engineering group does through valuable feedback and inputs.

"Our leading companies are more than customers. They are the eyes and ears to all customers," says Compaq's Fidelity NE Account Team Manager, Catherine Frame. Jerry's team has really gone out of its way to help build the Fidelity relationship, resulting in Fidelity's 95% transition from HP to Compaq servers over a short 1-year timeframe!

"Through Jerry's commitment to help, he has become a trusted technical advisor for Fidelity, and a sharp example for how to make a Compaq difference for our customers," Frame said.

Quality and the reptilian brain

At the recent quarterly NSeSD Quality Leadership Team (QLT) meeting, noted marketing expert Dr. G. Clotaire Rapaille challenged his Compaq audience to understand what motivates people to do quality work.

Rapaille helps corporations understand how the "reptilian brain" fits into the quality equation. His research has led him to describe the various functions of the reptilian (instinctual), limbic (emotional), and cortex (intellectual) aspects of the

brain and to identify the impact of each on motivation.

The problem is that business people tend to focus on data and intellectual justifications, said Rapaille, and that's not what moves them! According to Rapaille, we cannot afford to ignore the more fundamental, or instinctual, level in order to create a rational for motivating individual and team quality improvements.

Solutions Engineering – a competitive weapon

Keith Carlson, responsible for the CRM and BI Quality and Customer Satisfaction Plan, points out that one of Compaq's most powerful weapons for winning against the competition is our Solutions Engineering muscle. With Solutions Engineering know-how, Compaq can meet real-life customer needs in environments likely to have big databases on UNIX clusters on the back end, Windows NT running on the application servers, and browsers on the desktop.

Compaq knows complex environments. And nobody else has anything like ActiveAnswers, with its rich lode of information and powerful configurators and sizers. Listen to what Frank Martin, Technical Proposal Specialist at Merisel, Inc., has to say about us:

"As an IP professional, it is imperative that I have the proper tools to configure systems quickly and efficiently. Compaq ActiveAnswers is the tool that ensures that the products I recommend to my customers meet their requirements."

Aeros go to three winners

Congratulations to the three winners of the contest to design a graphic identifier for this newsletter! Impartial judges from Quantic Communications selected suggestions from Chris Purcell, Charlie Farren, and John Osborne as the winning entries. They leveraged the concepts to develop the final design. Chris, Charlie, and John each received a new Compaq Aero palm-sized PC. Bravo!

NSeSD metrics for quality

Here are the metrics we are using in NSeSD to measure customer satisfaction:

- ***Initial quality/reliability of NSeSD lead solutions.*** We'll check with customers within 30 days of the delivery of a lead solution to check that we did what we said we'd do.
- ***Complete and on time delivery.*** We'll track the time from the customer's first commit for our lead solutions to delivery and acceptance.
- ***Customer relationships.*** We'll monitor overall satisfaction with ActiveAnswers and overall CSA (Compaq Solutions Alliance) partner satisfaction.

This new newsletter will help us all by inspiring us with features on how real people are making a real difference in customer satisfaction. Be sure to provide your comments and suggestions to Vic Aramati, the Division Quality Ombudsman.