

# Customer Service General Session

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We are changing the Service Business at CRI to meet customer support and cost requirements. We are changing in the areas of service delivery, packaging of services, tools, and processes.

We want to offer customers more choices. Choices over what services they want, what they do not want, and how those services are delivered. We'll continue to deliver service through our traditional on-site or "classic" approach. We think we are good at this and will continue it as long as customers want it and value it.

But we also think that some services and service levels are more cost effectively delivered remotely, through Call Centers. The implementation of Call Centers worldwide is a focus area for us. The U.S. Call Center, CSCC, is fully operational. Some 360 systems are registered to this center. The center is staffed with very experienced and skilled employees so that problem resolution is expedited.

We are unbundling and packaging our services so that customers can customize our offerings to their service requirements. A new service program will be deployed in Q4 that defines a flexible set of service offerings that apply across all current and future products. Today we have a different set of service offerings for almost every different product. And none of these sets of offerings does a very good job of differentiating services and service levels. The new program will facilitate competitive service pricing by allowing customers to choose

from a menu those services that are important to them and not choose those services that are unimportant to them.

We continue to drive toward becoming more efficient and working on product serviceability. Tools and processes are key to better efficiency and effectiveness. We'll release CRUISE 1.0 in Q4. CRUISE stands for Cray Research Unified Information System Enterprise. Release 1.0 will focus on tracking problems received through our Call Centers. CRUISE supports problem resolution as well as escalation to other support groups. Later releases will integrate existing problem management systems (like SPR). The goal is to have a common unified problem management system that tracks problems from initial notification through resolution.

Service is an active participant in product design processes at CRI. This participation is key to ensuring future products meet serviceability requirements like resiliency, fast problem resolution, and low sparing costs.

Over the years, we think we have established a reputation for high quality service. We think we have become known for qualities like responsiveness, highly skilled employees, and personalized service.

Our challenge and commitment to you, our customers, is to maintain these qualities as we change to meet your changing demands.