

# Quality, Responsiveness, Service

EMC's company-wide commitment to exceed customer expectations



As an EMC customer, you have the right to expect quality and service worthy of a global leader. As a company, EMC is committed to creating the most positive total customer experience (TCE) in our industry.

## Our Challenges

As your IT environment and your business become more complex, so do EMC's offerings of products and services. EMC faces the same challenge as you—to maintain and improve quality in the face of this ever-growing complexity. EMC's approach to this challenge is a company-wide commitment to consistently exceed our customers' expectations through a Six Sigma-oriented total customer experience program. This global effort is designed to make certain that EMC research, manufacturing, sales, implementation, and services keep pace with your information management requirements.

EMC's TCE commitment involves:

- Improving development, manufacturing, and service processes to serve you better
- Establishing and standardizing continuous dialog with customers
- Adding resources to serve you better

Our goal is the best TCE in our industry, built on direct participation by the customers we serve.

## Improving Processes

TCE begins with internal processes associated with product development, manufacturing, and customer service. By applying Six Sigma discipline to these processes—Six Sigma is the analytical structure that promotes consistency by minimizing deviations from quality

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## A Message from Frank Hauck

EMC Executive Vice President,  
Customer Quality and Services

“As the EMC executive responsible for bringing our TCE initiative to customers around the world, I want to hear from you. My phone number at EMC headquarters in Hopkinton, MA, is 508-293-6240. My e-mail address is Hauck\_Frank@emc.com. TCE is vital to our success—EMC’s and yours—because that success depends on our ability to work together. Strengthening that ability is my primary responsibility, so if we fall short on any commitment, if you need more than you’re getting from EMC, please contact me directly.”

standards—we build customer-related metrics into our standards of performance and success. This translates into new processes for technical escalation and solution development that resolve customer issues quickly and guide new offerings.

Beyond internal business readiness, TCE influence is changing the way EMC does business in the field. TCE guides pre-sales activity from both our Technology Solutions and Sales teams, through implementation to post-sales service and consultation, to make sure that you have immediate access to the resources you need to resolve issues quickly.

## Continuous Dialog

Success with TCE—for EMC and for our customers—depends on communications. By creating and standardizing ongoing dialogs with customers, we can measure EMC’s progress and corporate performance in terms of your feedback and success.

Through regular interaction and business reviews we will learn directly from you what we’re doing well, where we can improve, and what you need in the future to continue managing your rising tide of information. You will have a direct link to senior EMC management, should you need it, augmenting your day-to-day contact with our sales, services, and training organizations.

## Adding Resources

As the TCE initiative takes root throughout EMC, we have already increased our investments in customer service and the systems that help you do business with EMC. Through our TCE-driven dialog with you and other customers, we will learn where future investments need to be made. By focusing all of EMC on your needs and circumstances, EMC’s TCE initiative guides investments company-wide, giving our customers:

- Consistent product stability and quality
- The ability to manage complexity
- Responsive services and support
- Maximum value from your information lifecycle management (ILM) investments
- A trusted, consultative partner in EMC

From you, we ask only that you participate in our customer dialog process and business reviews, and give us honest feedback on how we’re doing and what you need from EMC.

## Our Promise

Our TCE promise to you boils down to four simple points:

- We will deliver the highest-quality products, solutions, and services.
- We will drive simplicity in every aspect of our relationship.
- We will set the right expectations.
- We will always follow through on our commitments.

EMC’s mission as a company is to help customers get the maximum value from their information. By focusing on the total customer experience, EMC continues a transformation that has created the only end-to-end portfolio of storage management platforms and software, and defined and delivered ILM. By sharing responsibility for your success, we hope to earn your business for years to come.



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