

Customer and Product Support

Satisfied customers mean success! To serve customers well requires a comprehensive system to record customer questions, problems and enhancement requests and then rapidly respond with new or previously determined solutions. The Customer and Product Support (CPS) Template from Texas Instruments provides you with a fully functional application that can be modified to meet your specific customer and product support needs.

Developed as an Information Engineering Facility™ (IEF™) application, the CPS Template takes full advantage of the IEF's integrated computer-aided software engineering (I-CASE) features. With these I-CASE benefits and the extensive capabilities of the CPS Template, you'll have control over your products, and be able to interact with the right customer contacts in the shortest time possible.

Features

The CPS Template helps you manage everything from customer contacts to the assignment of staff for satisfying inquiries, solving problems and investigating potential product enhancements. The major features of the CPS Template allow you to:

- Manage accounts
- Answer customer inquiries
- Prioritize work assignments
- Resolve product problems

Manage Accounts: Using the CPS Template, you can rapidly identify the appropriate customer contact for each account. Information such as phone numbers, addresses and the product version being used at the account are just part of the valuable information

you can access. All interaction with a customer including phone calls, faxes and letters is tracked. Customer inquiries waiting for a response can be displayed in priority sequence—giving you the ability to know and respond to your customers' most immediate concerns.

Answer Customer Inquiries: The inquiry management feature of the CPS Template documents the on-going dialogue between a customer contact and your support staff. Enhancement requests, product problems and questions are recorded. A priority level and a work group is assigned to each problem—beginning a well-ordered chain of response actions.

Prioritize Work Assignments: To handle customer inquiries effectively, your support staff can be organized into highly-specialized work groups ready to work each problem from the initial request through resolution. Each problem is resolved according to its priority level—ensuring the most serious issues are dealt with immediately.

Resolve Product Problems: All reported problems and associated actions for a product are continuously maintained to assist your support staff in problem resolution. A keyword search feature provides quick access to this database of information. The interchange of solutions to previously handled issues provides the information necessary to respond to new requests immediately, maintaining a good relationship between your customers and support staff.



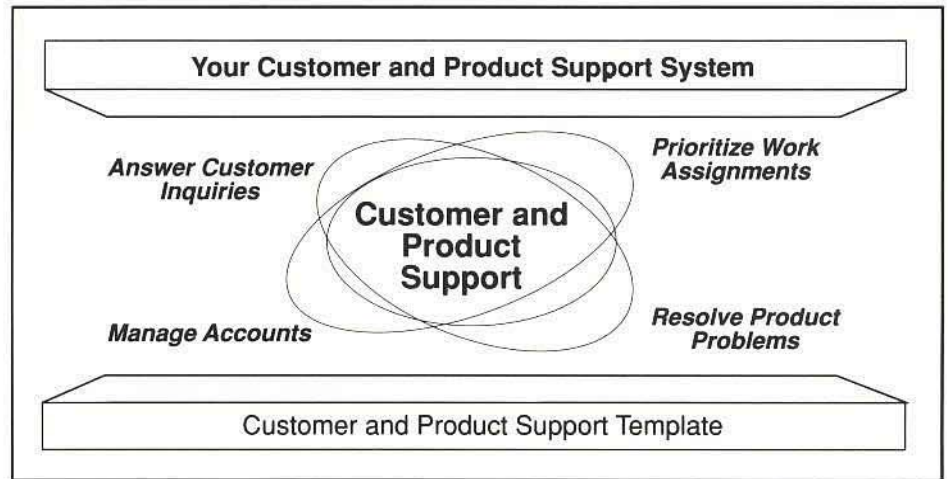
Benefits

As your product offerings change, your customer and product support function needs to stay current. Each of the following benefits allows you to modify the CPS Template rapidly to meet new requirements, giving you a competitive edge.

Customized Solution: The CPS Template is provided in the form of an IEF model which can be easily tailored to meet the unique needs of your business. You make modifications at the diagram level, with consistency enforced by IEF software, instead of applying the changes to source code. This simplified approach gets you up and running more quickly with a system that fully meets your customer and product support requirements.

Ease of Maintenance: Maintaining systems used to mean adding, changing and deleting lines of code, a very tedious and time-consuming process. Now you can maximize maintenance productivity because IEF diagrams are modified, not code.

Multiple Platforms: If you have changes to the Template, you only make them once. You may then run the same application in multiple execution environments.



Implement the Customer and Product Support Template to give your organization superior responsiveness to customer inquiries and product problems.

The Customer and Product Support Package

Components of the CPS Template include the following:

- IEF model that can be customized
- Screen-level help, field-level help and field-prompt help
- Development guide

The IEF model contains 40 entity types, 54 on-line transactions and 1 batch transaction. All can be customized to meet your specific needs.

Screen-level help explains the use of the screen and its function keys. Field-level help defines each field including the valid values that can be entered.

The development guide is a clearly written manual that is easy to follow. It contains detailed definitions of terms used throughout the Template and examples of every online screen.

Better Product Support and Customer Relations

With the CPS Template, you can oversee the entire customer interaction and product problem-solving process. It provides the tools to put you in touch with the most important information in your business—your customers and what they think about your products.

Technical Requirements:

Contact your Texas Instruments representative concerning technical requirements for using this Template.

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