

Knowledge management is at the core of our process for success in the Helpdesk space, and Primus® KnowledgeCenter has been our vehicle of choice for Microsoft IT Global Helpdesk, enabling industry leading customer satisfaction and driving higher levels of worker productivity. Obviously this award is very exciting, and we're looking forward to further improvement in the coming year.

Victor Bahna, Senior Director for Internal Global Support, Microsoft

BEST HELP DESK SERVICE MICROSOFT CORPORATION

ABOUT PRIMUS LUMINARY AWARDS

Primus created the Primus Luminary Awards in 2003 in conjunction with National Customer Service Week in October to recognize organizations that provide stellar customer service. The second annual awards program was open to companies with annual sales of \$100 million and above. All companies must have submitted documentation that demonstrated results were achieved and specific criteria met. The panel of judges then reviewed the entries and selected the winners. Visit our site at www.primus.com for more information.

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www.microsoft.com

Microsoft Corp., based in Redmond, operates the Microsoft IT Global Helpdesk, a partnership between Microsoft IT and HP Managed Services. HP currently has call centers in Colorado Springs, Co., Dublin, Ireland and Bangalore, India to support Microsoft's help desk evolution. In Q3 2003, the Microsoft Helpdesk implemented a new support model for knowledge management as a result of consulting with Primus and an increased commitment to KM by upper management.

The new model included adding a KM team with knowledge writers and subject matter experts, new processes for content creation and modification, feedback processes to Microsoft Tier 2 organizations/developers for technical content validation, improving self-help options, and feedback to and from front-line technicians.

As a result of these changes, the use of Primus knowledge articles increased by more than 75 percent over previous years. In FY04, the Microsoft Helpdesk rolled out approximately 64 new products which increased the complexity and the contact volumes to the Helpdesk. The success of these new product roll-outs was in part due to the robust content management processes.

The use of Primus software helped improve Microsoft Helpdesk metrics; highlights include:

- **Client satisfaction is at an all time high:** -.84 correlation between increase in Primus usage and decrease in negative client satisfaction
- **Time to resolve is at an all time high:** .92 correlation between increase in Primus usage and increase in overall number of service requests exceeding time to resolve
- **Time to escalate is at an all time high:** .92 correlation between increase in Primus usage and increase in overall number of service requests exceeding time to escalate
- Self-help is increasing
- Length of time for a newly hired technician to become productive is decreasing
- Easier and faster cross-training of technicians to handle multiple skill sets

The continued success of the Microsoft Helpdesk may be measured by the sustained productivity improvements. As Primus usage increased by technicians during the past 2 years, so did improvement in the "time to resolve" and the "time to escalate" metrics. The most impressive improvement is that "client satisfaction" hit another all time record this past year; there continued to be a significant correlation with the increase in Primus usage and the improved metrics.

The Microsoft Helpdesk will continue to evolve, and KM will continue to be a key element to Microsoft Helpdesk ongoing success. Looking ahead, Microsoft Helpdesk is looking to integrate Primus with chat and electronic support in ways that have previously not been applied. Microsoft also sees a new concept in self-help, smart solutions, pushing solutions to clients, intelligent Web and chat routing, to name a few.