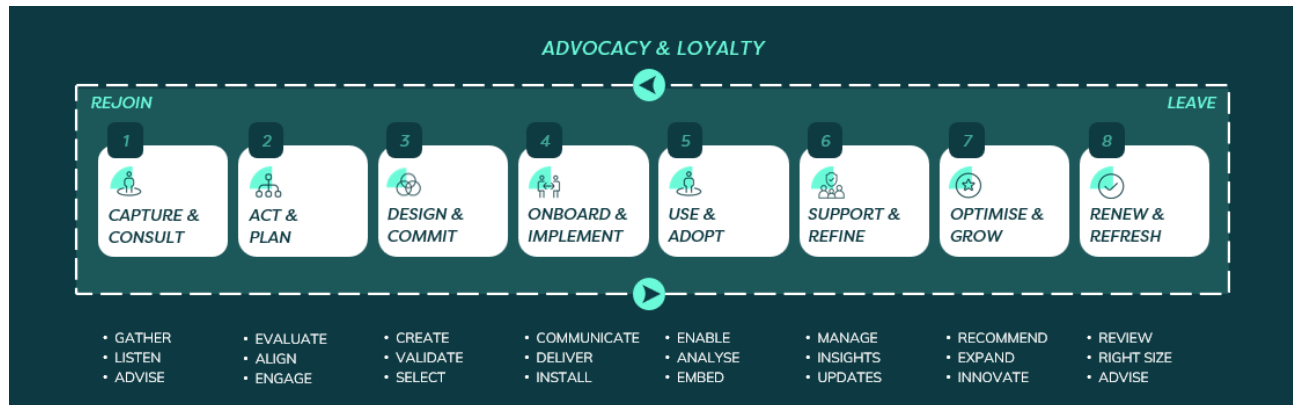


CISCO CUSTOMER EXPERIENCE (CX)

Trustmarque's Customer Experience (CX) strategy focuses on supporting customers with technology adoption to maximise the value derived from their investment in Cisco solutions and services, we do this through our customer success management to help ensure all the existing software capabilities are optimised throughout their lifecycle.

Our CX methodology allows us to provide continual value realisation throughout the customer lifecycle journey.



What we focus on

Trustmarque continues to invest and have a leading proven, repeatable adoption methodology. We offer a growing suite of CX services to customers that range from training, knowledge transfer session and on-demand technical expertise coaching to customer maturity building and incubation services.

Adoption is integral to Cisco's entire CX Strategy, which is built on managing a customer effectively throughout the lifetime of their engagement. Trustmarque has encompassed adoption in the CX Practice and its own CX Methodology which offers a comprehensive CX Services portfolio to support all customers on any journey to optimisation.

For Example:

- Collaboration applications are the most obvious candidates for adoption efforts because they need the discretionary, voluntary effort of employees. Value creation from collaboration is the point, not the act or tool of collaboration itself, and is sustained not because of a technology, but because of a culture.
- For non-collaboration technologies (Enterprise Network, Security, Data Centre, etc.), we see this as a smaller, different community of people with different needs and value propositions, aligning the outcomes to the operational process changes driven by technology adoption to support wider business success and IT Services evolution.
- We have seen great success when both communities shift their perception of the benefits and value of technology to change their usage behaviours. Driving the behavioural change necessary to enable true adoption is partly science but mostly art, because knowing what button to press is not nearly as important as having a reason to do so.

We recognise in order to measure value and in turn achieve success it is important to consider not just the technology capabilities but the impact on customer people/resources and processes across the entire lifecycle. To deliver customer success, we consider:

- 🎯 The technology capabilities, the impact on customer people and processes across the entire lifecycle.
- 🎯 How new capabilities align and what is required to meet the different use cases and achieve the desired business outcomes.
- 🎯 The ongoing services management and opportunities to support changes in business priorities such as the adoption of new software capabilities released that could form part of a customer's use case optimisation.



What is Adoption?

Adoption is about:

- 🎯 Getting a vast number of small things done exceptionally well which only occurs when change is driven through an orchestrated and concerted approach.
- 🎯 Aligning the available IT Use cases to the priorities and goals of the business
- 🎯 Treating a technology rollout or new technology capability like a consumer launch.
- 🎯 Taking the same care and attention to detail when introducing new capabilities as the world's biggest and most successful brands.
- 🎯 Understanding what's important to employees, the teams that they're part of and the organisations they work for.
- 🎯 The first experience as this sets the tone for everything that follows.
- 🎯 Driving 'network effects' so that through a single intervention, adoption can take on and maintain a momentum of its own.
- 🎯 Agreeing what good looks like and creating a measurable success plan to get you there.

Adoption is not just training and coaching, it is so much more.

How to get Started

The starting point to maximising your adoption is the Trustmarque Customer Success Plan. We include within all Cisco service contracts and technology renewals the optional development of a Customer Success Plan (CSP) and access to one of our Cisco certified Customer Success Managers (CSM). The success plan is developed with the customer by the CSM and forms part of the service description. It is intended to capture the customer experience metrics and current state adoption of the capabilities within the contracted estate. These are then aligned to the intended customer business outcomes and any strategic priorities and to identify where underutilised or unknown capabilities exist and what activities need to be undertaken to evaluate and realise the full value on the existing solution and services.

Our CSM's work alongside the Trustmarque service management team and help customers take advantage of any organic innovation within their software base and new available use cases from Cisco that will bring unexpected value along the way.

Cisco EA Lifecycle Management (where applicable)

Trustmarque also incorporates where applicable the Cisco Enterprise Agreement (EA) Lifecycle management into its success plan. The EA lifecycle identifies those additional important milestones throughout the contract term for our customers with a Cisco EA as part of providing the right EA software assets management and unlocking those ongoing benefits unique to their enterprise agreement.

Cisco EA Lifecycle stages



EA lifecycle starts with onboarding, the CSM supports customers to understand the capabilities and value areas of the EA, ensure access to users of the EA Workspace tool, capture key stakeholder needs and develop the customer success plan.

Consumption and monitoring licenses stages will ensure that licence utilisation is in line with expected use cases and that the KPIs identified in the success plan are met within the projected timeframe. Primarily this establishes the baseline for activity and identifies if actual licence consumption trends are in line with the projected use defines within the EA.

The adoption phase is supported by automated collection of data, telemetry, and informal interview as well as quarterly success reviews (QSR) conducted with the agreed customer stakeholders by Trustmarque CSM's to ensure preparation for the true forward anniversary date.

- 🕒 Initial licensing allocation is in line with projected utilisation.
- 🕒 Forecasting potential overage and projected growth.
- 🕒 KPIs are met in line with customer priorities as per the customer success plan to demonstrate value within the first-year anniversary.

The CSM will ensure stakeholders are continuously informed of the performance of the EA, providing the ability to take advantage of potential opportunities to expand and managing any consumption of licences that may impact the financial profiling of the EA renewal or future true forward anniversary dates.

The customer success plan (CSP) will be updated on a quarterly basis with the EA data to track KPI metrics and outcomes specific to the performance of an EA.

Requirements of the service

Customers subscribing to this service are subject to or require the following:

- 🕒 The service is based on a 12-month minimum term.
- 🕒 Provision of Cisco support of managed services through Trustmarque.
- 🕒 A named customer counterpart to liaise with to drive customer experience KPIs and improvements.
- 🕒 Access to related telemetry data and digital consent through Cisco Letter of authority of your full install base
- 🕒 Completion of a stakeholder responsibility matrix
- 🕒 Agreed attendance to quarterly success reviews with the Trustmarque CSM.

How it works

The service is delivered on an ongoing basis and follows a lifecycle framework that aligns with where the customer is in their Cisco maturity and customer experience journey.

The service begins with a CX discovery session that captures the current state and explores the available IT use cases within the hardware and software install base.

The output from the discovery session is the CSP that includes an adoption plan setting out the intended outcomes, recommended activities and KPI's success metrics.

The Trustmarque CSM maintains both the CSP and the adoption plan through QSR meetings.

The service also includes the key focus areas and can include, but is not limited to:

- 🕒 Alignment of a dedicated CSM to drive innovation and prioritisation of adoption.
- 🕒 Creation of a Stakeholder Engagement Matrix that aligns the priority Use case and KPI's.
- 🕒 Recording of all available IT use cases against the current state install base with an initial sharp focus on Cisco Portfolio.
- 🕒 Capturing the desired outcomes as the expected business value of those recent investments and sets out a recommended adoption service structure to support those goals and future priorities.
- 🕒 Record time to value and establish the overall time to achieve the pre-agreed value level agreements aligned to desired outcomes and return on investment.
- 🕒 Capture any challenges and barriers to success with an agreed proactive resolution.
- 🕒 Ensure benefits from future licensing and technology purchases are appropriately scaled to meet demand without unnecessary expense through proactively managing optimisation of buying models. i.e. Enterprise Agreement True Forwards
- 🕒 Continuation of thought leadership and innovation that remain aligned to the customer's strategic plans.

Value add-ons for CX Services

Trustmarque also offers a portfolio of additional CX services as set out in the table below.

These additional CS services can be incorporated into any new or existing managed service contract to expand on the core service value and support customer success throughout the service lifetime.

For example:

- 🎯 People development is high on many customers' requirements and therefore we offer additional services options for things like.
- 🎯 Voice of the User (VOU) to support into Customer Satisfaction (CSAT).
- 🎯 CX strategy planning along with a number of chargeable Add-on bundles like on demand coaching for 'Ask the expert' and Accelerator sessions including engineer -walk in options.

We support ongoing learning and development into our customers service team members to prompt a more collaborative self-sufficient service management approach that grows your employees skill sets throughout the contract term through our contextual learning pathways and guided resources.

Continuous (as-a-Service) stand alone offers	CX Services -Value Add-ons		CX Consulting Services
Digital Lifecycle Adoption (DLA's) Digital Led Adoption , guided resources & lite touch Virtual -VCSM Service.	Adoption – CX Fast Starts. Vendor's Solution new user or addition of new tools/features to existing IT Use Cases drive lifecycle stages of success criteria alongside technical enablement	Accelerator Coaching Bundles Bundled additional coaching sessions for in-flight project delivery. Vendor and TMS led	CX Strategy Defining current and future state CX strategy for competitive advantage
Vendor Roadmap-as-a-Service Vendor (Cisco, Aruba, Fortinet) & TMS Enterprise connectivity roadmap SW Lifecycle planning – EOL/EOSS	Technology CX Migration Fast Starts Moving from one vendor's network environment to another vendor's network environment – Use case and persona mapping with success plan for current and future state analysis	Technology Guided Resources & Asset Bundles Bundled additional to DLA's for in-flight project delivery only Vendor and TMS created	SW Centric Maturity Assessment An industry leading method to assess organisational maturity of licensing adoption and SD technologies/CHI
Customer Success-as-a-Service within a managed service contract. XLA's/VLA to drive experience and value outcomes alongside SLM	Cisco Lifecycle Incentive Helping eligible customers to use Cisco LCI funding to drive value outcomes through adoption services	Software Adoption Discovery Lite Pre-request for all purchase of Coaching and Asset Bundles if purchased outside of an existing engagement	Customers CX Blueprint (TBA) Requires customer description and bespoke discovery and development
EA Lifecycle Management package Adoption and Optimisation of EA's and licensing estate, Asset Mgmt. to support feature optimisation, Improved SW management processes.	Customer Success Plan (no-LCI) Drive value outcomes for customers through adoption services and success planning (Pre-reg discovery IB / NHC) as part of a project led workstream	E-Learning / Training guides and Knowledge transfer sessions Requires customer discovery, clarification and description	Customer Satisfaction/VOU Customer Satisfaction Survey and Voice of the User sentiment analysis insights for IT User communities
	Ask the expert sessions 1: Many . Remote on-demand Coaching and Support for Enterprise connectivity portfolio – Technical Vendor & TMS Led	On-site Training session/Workshops Customer specific in-person training workshops and enablement sessions as part of a project led workstream	
	Vendor Learning credit management Guided learning pathway design and user optimisation of learning credits as part of a project led workstream	Engineer – walk ins Customer specific on-site user support for individual queries, problems, tasks for Ent Network post deployments (CX Services tokens)	

Service Outcomes and Benefits

Trustmarque's Cisco Customer Experience Service delivers the following outcomes and benefits:

- 🎯 Helps drive business adoption and realise the organisational goals through use of Cisco technology and services.
- 🎯 Helps improve organisational and operational advancement and maturity.
- 🎯 Places customer experience at the heart to project delivery and business improvement through Cisco technologies.
- 🎯 Helps track improvements in customer experience.
- 🎯 Improved user adoption and optimise solution utilisation lead to a more efficient workforce and streamlined operations.
- 🎯 By empowering your team to leverage the full functionality of the solution, you can achieve significant productivity gains.
- 🎯 Proactive problem-solving and preventative measures minimise downtime and resource wastage, leading to cost savings.
- 🎯 Data-driven insights and ongoing communication enable informed decision-making around your IT strategy.
- 🎯 By ensuring user adoption, optimising usage, and identifying new value streams, we help you achieve a stronger return on your investment.
- 🎯 Access to the wider CX services portfolio of Trustmarque and additional add-on service offerings to support future service requirements and growth.