

ADOBE CUSTOMER SPOTLIGHT

Hewlett-Packard Company Direct Marketing Organization

On-line Call Center Application Using Adobe FrameMaker Software
Reduces Maintenance Costs and Improves Customer Service

Adobe® FrameMaker®
Adobe® FrameViewer®

| Model # / List Price | LJ 4V C3141A / \$2449 | LJ 4MV C3142A / \$3549 | LJ 5S1 C3166A / \$3499 | LJ 5S1MX C3167A / \$4899 |
|------------------------|--|--------------------------------------|--|-----------------------------|
| HP First # / Lit.PK # | 1374 / PK12819 | | 10173 / PK21614 | 10174 / PK21614 |
| Introduction Date | Sep 94 | | Nov 95 | |
| Print Speed | 16 ppm Letter & A4 / 8 ppm Tabloid & A3 | | 24 ppm Letter / 15 ppm Legal / 13 ppm Tabloid | |
| Duty Cycle | 50,000 Pages/Month | | 100,000 Pages/Month | |
| Input Capacity - Total | 350 Sheets | | 1100 Sheets | |
| Input Sources - Std | 1 MP Tray / 1 Cassette Tray (letter) | | 1 MP Tray, 2 Cassette Trays | |
| Media Sizes - Std | Ltr / Lgl / Exec / A4 / Tabloid (B) A5 / JIS B4 / JIS B5 / Envelope | | Ltr / Lgl / Exec / A4 / Tabloid (B) A5 / JIS B4 / JIS B5 / Envelope | |
| Resolution / RET | | 600 x 600 dpi REL, 300 x 300 dpi REI | | |
| PC / Mac Compatible | Yes / Yes w/options | Yes / Mac ready | Yes / Yes w/options | Yes / Mac ready |

Hewlett-Packard call center agents can quickly access a complete product information system that was created using Adobe FrameMaker.



Vicki Lovetro and Sharon Mathog of Hewlett-Packard Company, Direct Marketing Organization

In Cupertino, California, the Hewlett-Packard Company Direct Marketing Organization operates the company's main 800 telephone number. Approximately 100 telephone agents handle about 6,000 presales calls each day, answering prospective customers' questions about the company's PC-based products and peripherals.

Supplying agents with up-to-date information about the company's myriad products is challenging. The company had long been using a paper-based system internally known as "the rack." Each agent maintained his or her own rack containing 300 separate documents, that ranged from one to 40 pages long.

"The paper-based system worked, but it was expensive and inefficient," says Sharon Mathog, an HP knowledge engineer who was charged with developing an automated system. "We had 20 people assigned part-time to keep documents accurate and up-to-date. Distribution of updates took 45 minutes a day and each agent spent one hour a week retrieving and filing new documents. We also distributed approximately 15 minor

updates per week by e-mail and these took another five hours a week to generate. Reproduction costs and staff hours were high."

Efficient Data Access and Maintenance

To distribute new information to agents more quickly and reduce maintenance costs, the Direct Marketing Organization decided to replace its paper-based product information with an electronic version. One key criterion was ease of use by agents on the phone who had other applications open. "We wanted to minimize page turning, scrolling, and overlapping windows during a single call," says Mathog. "Otherwise, the agent could easily lose track of a particular window."

The second key criterion was easy maintenance. "The people who updated the documents were familiar with word processing applications and we didn't want to increase maintenance time by having to code in HTML," says Vicki Lovetro, another HP knowledge engineer working on the project. "A WYSIWIG application was critical."

Robust Features at a Competitive Cost

After careful research and usability testing, Mathog and Lovetro selected Adobe FrameMaker and Adobe FrameViewer® software for development, maintenance, and access to a complete online product information system. "FrameMaker emerged as the only application to meet all our criteria: cross-platform portability, customizable interface, optimization for on-screen viewing, a WYSIWYG authoring tool, advanced formatting, multiple interactive windows open at once, and cost effectiveness without a programming effort," says Mathog. "Another vendor provided the capabilities we needed, but at much higher cost than FrameMaker."

Product information is provided to the Direct Marketing Organization (DMO) by multiple product divisions throughout the company. Using Adobe FrameMaker 5 for Windows NT, the DMO compiles this information into an integrated, online information system called YODA, which stands for Your Online Data Assistant. Adobe FrameViewer 5 acts as the front-end to this complete system, providing seamless access to a variety of product information. Because performance and availability are critical, Mathog and Lovetro chose to maintain copies of the application and data files on every agent's PC instead of on a single server. The updated data files are automatically copied to the agents' PCs daily.

"With its built-in on-line functionality—hyperlink capabilities, buttons, pull-down menus—FrameMaker satisfied our ease-of-use requirements," says Lovetro. "And its master pages enormously simplified the development process."

Reduced Development Time

The YODA application, which replaced "the rack," has five windows. The uppermost window—the control panel—has tabs and buttons that the agents use to select the information they need. The tabs represent product categories (for example, LaserJet, DeskJet/Writer, or DesignJet). Product

model names for the category appear in the left column. Agents simply click a button that corresponds to the desired product and topic, such as media, memory, or resolution. The information associated with the product and topic appears in three other windows: a comparison matrix, commonly asked questions, and answers. A terminology window stays open continuously.

"Another key benefit of FrameMaker is that window placement always stays the same," says Mathog. "Windows are tiled, not overlapped, so agents don't have to hunt for the information they need. Everything they need to see is visible at once."

Mathog and Lovetro also created templates for each type of information—such as tables, questions, and answers—in which the page size corresponds to the size of the window where the information appears. The template also specifies font style and size, which Mathog and Lovetro selected for on-screen readability.

Streamlined Maintenance

From the outset, Mathog and Lovetro designed the interface for easy maintenance. "We developed a maintenance process flow before we began development," says Mathog. "Though our paper-based process was cumbersome, it worked. We wanted to be certain that we could easily keep the information up-to-date in the on-line version as well."

For example, FrameMaker offers users two ways to link questions with answers: hypertext commands and FrameMaker cross-references. "We chose the cross-reference method because the wording of the questions appears in only one place—the answers file," says Lovetro. "That way, if the wording of the question changes, we only have to update one place instead of two." The questions file is updated by means of the update cross-reference feature.

Reduced Costs, Positive Response

With half of its product information on-line, the Direct Marketing Organization is saving \$350,000 to \$400,000 per year in

reproduction and labor costs for maintenance. "We decreased the maintenance staff from 15 to 4," says Mathog. When the system is fully implemented, savings will rise to between \$600,000 and \$650,000.

"Another benefit is timely information, which improves the quality of our customer service. Update time is much faster," says Mathog. "When we had our paper-based system, agents didn't receive updated documents until two or three days after they were created because of reproduction and distribution delays. Then it took one to two days for agents to file the new documents. Now they have the latest information the next day."

Agents in remote locations can also use the FrameViewer software-based call center. "We just implemented a remote call center. It would have been costly and problematic to send updates to those agents if we still had the hard-copy system," says Mathog. "With FrameMaker and FrameViewer, we simply distribute the updated data files to them over the network, just as we do with local agents."

Agent response has been very positive. "Since YODA went on-line, agents ask where all the new information came from. In fact, they had it in their racks the whole time," says Mathog. "Because the FrameMaker and FrameViewer application makes the information more accessible, they use it more."

"At the beginning, agents were nervous about change, saying, 'We love our paper. Don't take it away,'" says Lovetro. "Now they say, 'This is great! Hurry up and get the other products on-line!'"

Hewlett-Packard Systems at-a-Glance

Hardware

HP Vectra XM PCs running the Microsoft® Windows NT operating system, 1280 x 1024-pixel monitor

Server Platform

HP NetServer

Software

Adobe FrameMaker 5
Adobe FrameViewer 5

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704 USA

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Adobe House, Mid New Cullins
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