

GE Energy

Bently Nevada* Technical Support

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imagination at work

Bently Nevada* Technical Support

Completely revised to offer simplified structure, improved timeliness, increased value, and enhanced accessibility



Whether for that newly installed software that generates bizarre errors, that 2-year old laptop that's been behaving badly, that upgraded cell phone with a remarkably deficient users' guide, or that über-cool technogadget with an incomprehensible menu structure, consumers today need more technical support than ever, yet report a much lower level of satisfaction with the customer support they do receive, compared to just a decade ago. Technology, it seems, has not only created a new level of complexity that requires technical support, it has actually made it harder than ever to receive that support by attempting to automate what should be a highly personalized experience that involves real people with real expertise.

Bucking the Trend

Unfortunately, this trend towards depersonalized service and the inability to obtain timely, accurate assistance has taken its toll in the industrial sector as well. Online chats with "factory support" personnel that are capable of little more than reading the manual to you. Hold times on the phone that approach hours rather than minutes. Or, the always-wonderful "voicemail jail" where you go round-and-round trying to find the option that matches your issue while an automated operator succeeds in only one thing: raising your blood pressure.

We've watched these developments with dismay and steadfastly purposed that this is one trend we would not follow. Instead, we've worked very hard during the last several years to understand your concerns and improve our ability to address a global customer base

with world-class service. As a result of your feedback, we have significantly overhauled our technical support capabilities, keeping the good, discarding the bad, and introducing numerous enhancements that:

1. Simplify the structure of the Technical Support Agreements (TSAs) covering your Bently Nevada products, making TSAs easy to use, easy to access, and truly comprehensive;
2. Improve the timeliness of support you receive;
3. Increase the value of the support you receive;
4. Enhance your ability to reach us rapidly using your preferred method of contact—whether telephone, e-mail, or a new self-service website.

1. Simplified Structure

Our new TSA structure has been greatly simplified so that only one TSA is required per customer (per location or per fleet). And, a single TSA now covers all your Bently Nevada* Asset Condition Monitoring products, both software and hardware.

Under the old technical support structure, you could potentially have up to five individual TSAs, each with a unique TSA number, start date, and expiration date. For example, you could have one TSA for System 1* software, another for 3500 configuration software, and still another for ADRE* Sxp software, etc. Also, hardware was treated entirely separately from software in a manner that was cumbersome for us and for you.

We understand that you view your Bently Nevada systems not as fragmented components, but as systems. Transducers, monitors, cabinets, software, and sometimes even the servers the software resides on are part of an integrated system that we supplied. Our support plans must reflect this by treating your systems as just that—systems rather than individual components. Also, the ability for customers to easily ascertain whether a question or problem pertains to software or hardware has become increasingly blurred because of the highly integrated nature of our hardware and software. As such, we now use a single TSA to covers your total system, relieving you of the burden to distinguish between hardware issues and software issues.

2. Improved timeliness

We've introduced better tools for our support personnel around the world to use so that when you contact us, we can assign a case number and better manage it through to resolution. We can view your support history to see relevant details, so you don't have to repeat them, and we can easily and instantly transfer cases amongst our support personnel to ensure that subject matter expertise can be matched to your specific issue more readily.

Previously, customer cases were managed, tracked, and solved using different systems in each of our global regions. Now, the same support system is used at every one of our ten technical support centers.

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3. Increased value

For many customers, the primary value of their Technical Support Agreement has been the availability of software upgrades at no charge. While no-charge software upgrades remain a significant part of a TSA's value, and alone can often justify the

price of extending a TSA beyond its initial duration, there is much more to a TSA than just software upgrades. Unfortunately, many customers are unaware of the additional support features to which they are entitled. There are also aspects of a TSA that may be of value to some customers, but not others.

To address this, we have introduced defined levels of technical support rather than the one-size-fits-all approach used in the past. We now offer the three levels of support shown on page 7, allowing you to choose the plan that fits best with your needs. The result is that you pay only for what you need, not for what you don't.

New systems consisting entirely or partially of software automatically include a 1-year Platinum-level TSA. After the first year, you can renew your TSA at the Silver, Gold, or Platinum level. We believe that Platinum support provides significant value, and the majority of our customers will prefer to renew their TSA at this level. However, after the first year, regardless of whether you continue at a Platinum, Gold, or Silver level, you will be required to visit our online portal, or contact our technical support team, to validate your contact information and ensure the information we have on file is current and accurate. Information on how to access this new portal or contact our technical support staff via phone or e-mail is provided later in this article.

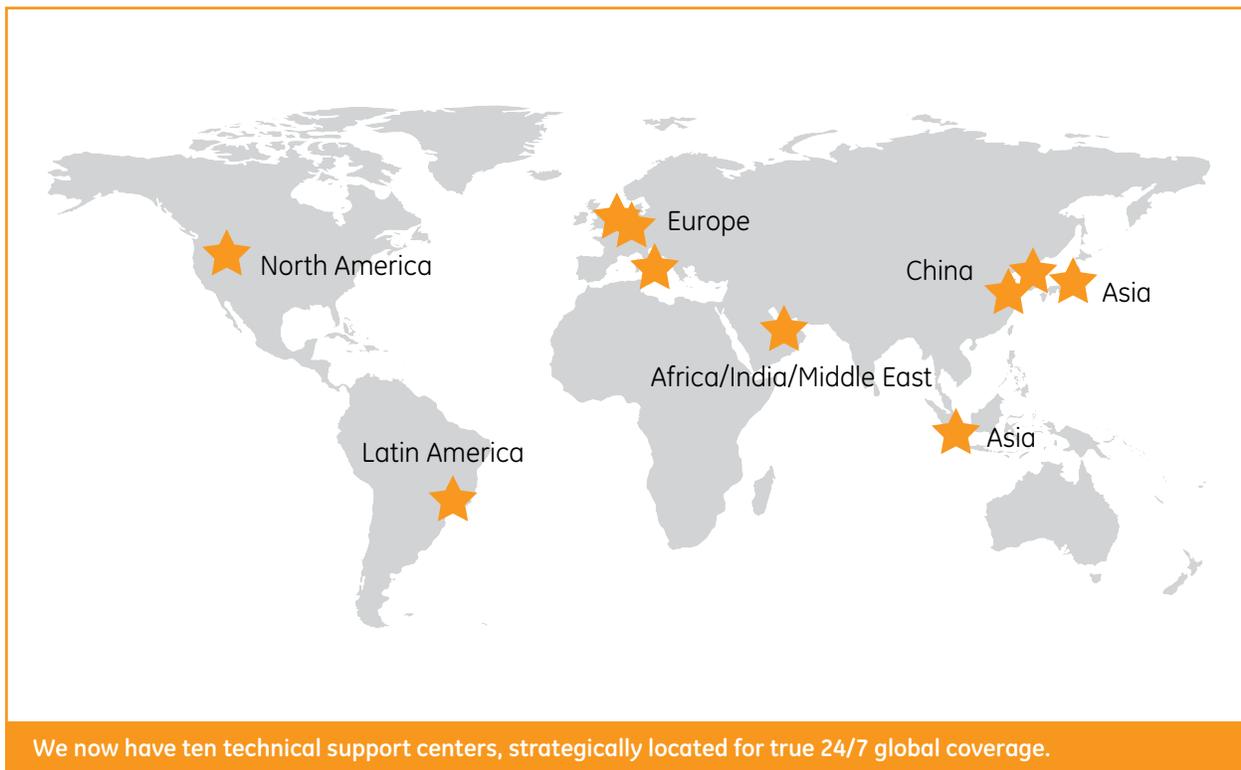
4. Enhanced Accessibility

Very few things are more frustrating than needing support and not being able to obtain it quickly. Let's face it: problems don't arrive pre-announced. When you need support, you usually need it now—not tomorrow and certainly not next week. To help deliver more timely

support, we are improving our service model and capabilities in the following ways:

- **Better local phone and e-mail support**

To provide you with timely answers in your own language, and in your own time zone, we are expanding our global technical support centers to four additional locations. Now, technical support expertise will be available at ten strategically situated locations designed to provide true 24/7 phone and e-mail support, no matter where you are located. A new "smart" phone system will ensure that a person, not a machine, will answer your call, and you'll even be given options to receive service in an alternate language if you speak multiple languages and do not need to wait for phone support in your primary language. You'll also be able to dial regional phone numbers rather than a single number in the United States. And, because every one of our ten global technical support centers will have access to the same system, pockets of expertise will no longer be isolated and customers will no longer have to choose between getting the expertise they need versus the language



they speak. They can have both. Our technical support capabilities will now encompass the following eight languages, and the list is continually growing:

- Arabic
- Chinese (Mandarin)
- Dutch
- English
- German
- Japanese
- Korean
- Spanish

• **New online support**

The quickest answers are at our customer’s fingertips via an all-new technical support portal, www.bntechsupport.com. This self-help web site provides comprehensive resources such as the following:

- Submit technical questions and open cases
- Check the real-time status of your case
- View your case history
- Search for answers to issues that other TSA customers may have had

- Enter your contact information to have answers sent via e-mail directly to your inbox or mobile device
- Peruse and search your unique service knowledge repository
- Request copies of your site service reports online
- Download self-paced training on your purchased products

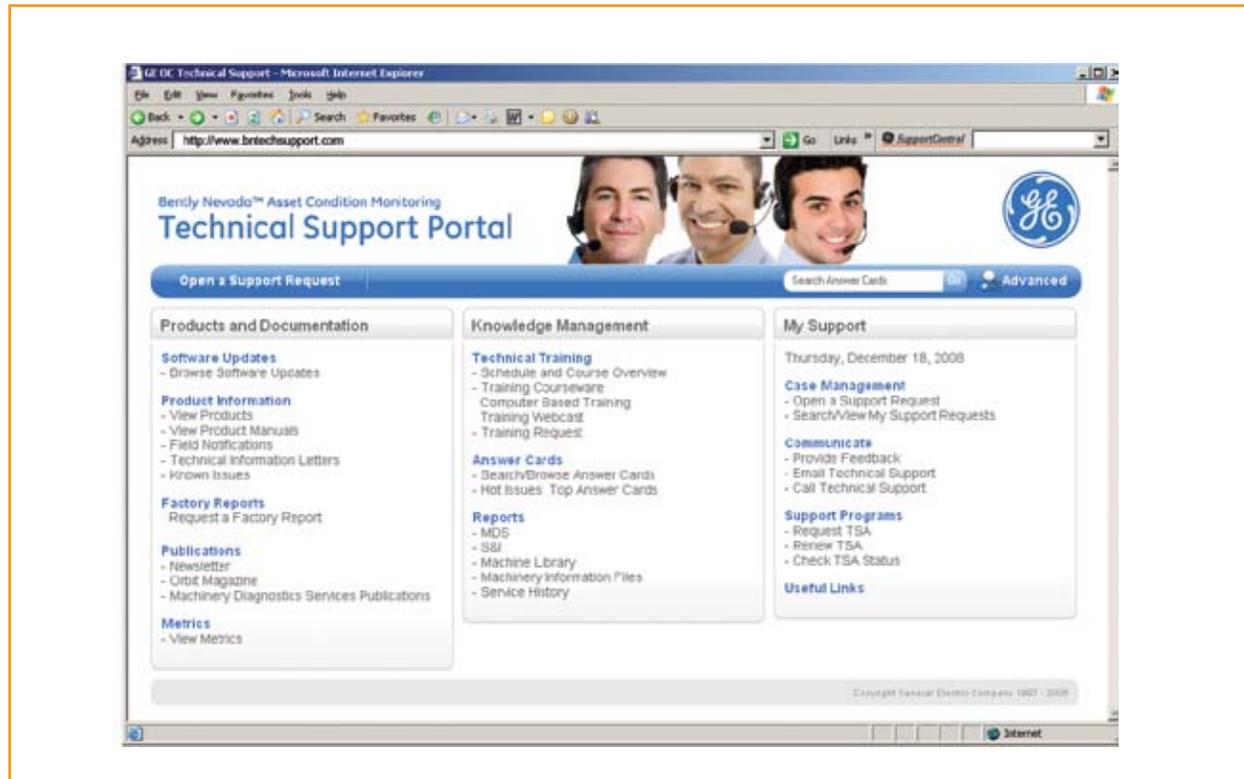
We understand that web-based systems should supplement—not replace—person-to-person contact. Thus, while our online portal will provide a host of online resources ranging from local phone numbers for technical support to self-help tools such as our service knowledge repository, it does not mean that we are depersonalizing our service delivery—we are merely providing more options, ranging from online self-help resources, to e-mail, to conventional phone support.

	Silver Support	Gold Support	Platinum Support
Online case management	✓	✓	✓
New product notification	✓	✓	✓
<i>Technical Connections</i> tips and best practices	✓	✓	✓
Product manual and firmware downloads	✓	✓	✓
Support coverage	Mon–Fri	24/7	24/7
Targeted max response time (priority)	6 hours*	4 hours	2 hours
System deployment repository		✓	✓
Factory test data report		✓	✓
Software upgrades		✓	✓
Online training		✓	✓
Technical support usage reports/audits		✓	✓
Knowledge Library access		✓	✓
Service (S&I and MDS) report history			✓
Priority Involvement in beta program			✓
Remote troubleshooting of software products**			✓
Disaster recovery assistance**			✓

*During work week. Next business day for requests outside normal business hours

**Installed by GE’s Bently Nevada service team. High speed access required.

Three levels of TSAs are now available. Platinum Support is standard for the first year on all new systems containing software.



Our new online portal is specifically for customers with a Bently Nevada Technical Support Agreement.

- **Ongoing headquarters support**

While we strive to place the same level of expertise at each of our ten technical support call centers, customers always have the option of contacting our support team at corporate headquarters in Minden, Nevada. However, as previously noted, tools and capabilities previously available only to our headquarters technical support team have now been replaced with a global system that is accessible everywhere and by everyone. This effectively extends our corporate headquarters capabilities and expertise from just a single location to all ten locations.

- **Improved access to extended “subject matter expertise”**

We have always viewed outstanding customer support as a company-wide responsibility that touches every employee, not just those that carry a Technical Support title on their business cards. We understand that some questions require the involvement of people beyond our technical support staff, such as our design engineers or others with particular subject matter expertise. As always, TSA customers have access to the combined knowledge and experience of our entire organization. Our new support tools work company-wide to allow easier involvement in case resolution by those who may be outside the technical support department, ensuring we can deliver the right answers to your questions more quickly than ever.

TSA's – not just for emergencies anymore

A TSA obviously provides value when you have a problem. However, it also provides value when you don't have a problem by giving you access to numerous useful tools and archives. Combined, these capabilities make your TSA a valuable and inseparable part of your Bently Nevada system to deliver benefits such as:

- **Disaster recovery assistance** – enables the restoration of your system as quickly as possible in the unfortunate event of a computer crash or other IT-related problem.
- **Remote software troubleshooting and diagnostics** – helps get your system back into service quickly, often without the need to bring an engineer on site.
- **Access to software and firmware updates** – keeps your system current to ensure optimal performance.
- **New product notifications** – new additions to help your system deliver greater value.
- **Access to our online knowledge center** – a library of information and publications so you can get the complete answer when you need it.
- **Dedicated phone response** – gives you access to local support and global expertise.
- **Technical Connections** – online access to case studies and tips designed to help you improve system performance.
- **Online case management** – solving your problems is our priority. You can instantly see who is working on your case and view its progress.
- **Periodic technical support usage reports** – identify knowledge gaps and training needs for your staff.

- **Online training courses** – training can be delivered when needed...on your schedule; helps you develop new staff members more quickly.
- **Online service report history** – identify and understand recurring issues.

Don't lose it – use it

The truth is, you already have a TSA, but may not realize it. Every customer using non-obsolete hardware and/or software is entitled to technical support at a Silver level, but if more than 12 months have elapsed since initial activation, you need to go online (or contact your nearest GE sales professional specializing in Bently Nevada Asset Condition Monitoring) to either renew your TSA at a no-charge Silver level, or upgrade it to a Gold or Platinum level. You can also e-mail us at bntechsupport@ge.com

Taking excellent care of you

Our culture has always been one of “taking excellent care of our customers.” The changes we have made to our TSA structure and delivery capabilities are simply the application of that culture at a practical level. We are making it easier to deliver the expertise and service you have come to expect from us during the more than five decades since we introduced the proximity probe and changed the way that machinery health is assessed.

We invite you to learn more about our TSAs and the recent improvements we have made to them by contacting your nearest sales professional, by visiting www.bntechsupport.com, or by sending an e-mail to bntechsupport@ge.com. 

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