



QLogic®

Consona Knowledge Management

QLogic Switches to Consona Knowledge Management for Winning Web Self-Service and Call Center Combination

Storage networking supplier maintains the same agent headcount and call volume—even after two corporate acquisitions, the introduction of new products, and previous years of double-digit annual call growth.

The Backbone of Storage Networks

A member of the S&P 500 Index, QLogic is a leading supplier of high performance storage networking solutions, which include the controller chips, host adapters and fabric switches that are the backbone of storage networks for most Global 2000 corporations. The company delivers



a broad and diverse portfolio of products that includes Fibre Channel HBAs, blade server embedded Fibre Channel switches, Fibre Channel stackable switches, iSCSI HBAs and iSCSI routers. It is also a leading supplier of InfiniBand switches and InfiniBand host channel adapters for the emerging high performance computing market.

QLogic products are delivered to small-to-medium businesses and large enterprises around the world via its channel partner community. These products are also powering solutions from leading companies like Cisco, Dell, EMC, Hitachi Data Systems, HP, IBM, Network Appliance and Sun Microsystems.

Complex Product Support Requires Effective Knowledge Solution

As a technology leader, QLogic understood the challenges that a support center faces when dealing with highly innovative, complex products in a competitive, continually changing marketplace.

Though it had a very basic knowledge management program, QLogic knew it needed a better solution to meet and exceed customers' expectations. "We needed a solution that could explicitly support one of our core values, which is completely focused on the customer experience and customer satisfaction," noted Mike Carter, senior manager, technical support. "We do what we say we will, viewing every customer interaction as an opportunity to build a relationship of trust."

This dedication to the customer is what led QLogic to look for new and better tools—technology customers expect to use technology to help isolate and resolve their issues. QLogic wanted to find a best-of-breed solution for its customers.



Return on Investment at a Glance:

After six consecutive years of double-digit annual call growth, call volume increased by only 4.2 percent year over year after Consona Knowledge Management was implemented. Volume level varies as new products are released, but thanks to these improvements, QLogic has been able to maintain the same agent headcount – even after two corporate acquisitions that added numerous products to the support role.

- Customers are now able to search 2,000 solutions and over 70,000 documents on the QLogic site.
- Agents have access to the same solutions, making response times faster than ever.
- Call volume increase held to 4.2 percent, down from years of consistent double digit growth.
- Over 2,500 posts to QLogic forums in first 18 months.
- Call center headcount unchanged despite two acquisitions and increased product support.
- Repetitive calls deflected to the Web, enabling agents to devote time and attention to more complex issue resolution.

“The Consona Knowledge Management solution has been a critical part of our success, and we simply could not move forward with our planned aggressive growth without it.”

— **Mike Carter**, Senior Manager, Technical Support, QLogic

After a rigorous selection process, Consona Knowledge Management, was chosen to help QLogic build a world class support site that would not only grow with its business, but provide the foundation for a completely integrated solution that encompassed Web self-service, assisted service in the contact center and peer support via forums.

“We chose Consona Knowledge Management because it incorporated a broad range of features, along with ease of administration and best bets to the overall look and feel,” said Carter. “We knew that the Knowledge Management solution’s flexibility would result in a lower cost of ownership. We were particularly interested in the forums capabilities, and were impressed by the ability to provide focused results that quickly lead our customers to the right answers.”

A Win-Win...Happier Customers, Happier Staff

Even before launching Consona Knowledge Management, the QLogic personalized approach to resolving customer questions resulted in a first call resolution rate of over 90 percent. Credit a senior team of expert customer support agents for that stat. So what was left to improve in the call center?

First, QLogic wanted to deflect repetitive calls to the Web. Answers to most of these recurring questions—some simple and some complex—were easily provided through a self-service support portal. Simple search

and FAQs weren’t enough, though. Consona Self-Service made it easy for customers to find answers through a “best bets” feature, superior search technology and answer wizards that guide customers through solutions step-by-step.

Another advantage was preservation of great support by agents. By deflecting repetitive calls to the Web, agents could dedicate time and resources to cases that demanded more attention. The ability to focus on these cases keeps agents sharp and results in both happier customers *and* happier agents.

Keeping up with Web 2.0

Social networking is a key component of the Web 2.0 movement, and QLogic realized the value of offering forums to provide customers with a way to share experiences and solutions through user communities. However, on many Web sites, forums remain a disconnected silo from the enterprise’s information and communication channels.

Consona has elevated the value of forums by incorporating them into the overall support process. “The Consona Communities solution has become an important part of the customer experience, allowing our tech-savvy customers to share their own solutions that can be searched within the knowledge base,” noted Carter. “The first day we offered forums, there were six posts, and we saw over 2,500 posts in the 18 months that followed.”

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The QLogic Innovation Edge:

QLogic is an industry and technology leader by virtue of its leadership positions in industry organizations and track record of being first to introduce innovative new technology.

Company Facts

2007 Revenues	\$586.7 million
Employees	Approx. 1,000
Offices	Headquartered in California, QLogic has support centers in Minneapolis and Philadelphia. A new support center is also opening in Europe
Web	www.qlogic.com

QLogic Firsts:

- 1st 20Gb Fibre Channel technology
- 1st end-to-end 8Gb Fibre Channel network
- 1st FCoE SAN (with NetApp)
- 1st adapter-to-fabric portfolio for storage and HPC
- 1st Transparent Fibre Channel Blade Server Switch
- 1st stackable Fibre Channel switch
- 1st Fibre Channel switch with 10Gb Fibre Channel technology
- 1st Fibre Channel blade server switches and HBAs
- 1st 2Gb Fibre Channel Switch
- 1st Dual-Port HBA on a Chip
- 1st embedded Fibre Channel transceiver

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