



Spring 2024 Dell Customer Service

Case Study

Dell Technologies Customer Service Overview

At Dell Technologies, when a customer has an issue with a purchased product, we strive to offer customer service that not only resolves the issue but leaves the customer with a positive feeling about Dell Technologies. The best way to accomplish this is to begin by genuinely caring about the customer and their needs. When we demonstrate our concern, we are on our way to delivering a great customer experience.

The Dell Technologies Customer Service Role Play

In the Dell Technologies Customer Service Role Play, you take on the role of a Dell Technologies Customer Service Agent answering a call from a customer. If you follow the guidelines and suggestions below you should succeed in the role play. You can play as many times as you like.

The Score Screen that appears after each play provides you with guidance to help you do better the next time. This includes:

- A Game Over Tip that tells you how you can improve
- A total score
- Feedback on each step in the process

To succeed in the role play, it's best to print a copy of this document and have it with you as you play.

The Call Details

- Customer: The customer is a middle-aged father who has purchased a Dell laptop for his son.
- Context: The customer's laptop was accidentally damaged and must be repaired. The customer has already called Dell Technologies twice about this issue so when they call in, you'll already know who they are from the call-in number. As you'll see when you review the prior agent's notes, the only solution is for the screen to be replaced in an onsite repair.
- Objective: Use the skills you have learned in your customer service training to resolve the customer's issue.

Case Information

Below you will find information you will need to succeed at the call.

Customer Information to Verify

- **Service Tag:** ABCD1234

- **Phone Number:** 555-123-4567
- **Warranty Expiration Date:** February 15, 2026

Agent's Notes from Prior Calls

- **Agent Remarks:** Walked the customer through all needed troubleshooting steps. Found that the customer could not see anything on the screen due to accidental damage.
- **Available Resolution:** The screen has to be replaced.
- **Support Plan Notes:** The customer's Advanced Support Plan covers basic warranty repairs, but not accidental damage – only the Deluxe Support Plan covers accidental damage.
- **Plan Limitations:** Customer could switch to the Deluxe Support Plan, but it wouldn't cover his existing damage.

Resolution Details

- **Customer's Service Plan Option:** Based on the service plan he has, the customer's only option is to pay for an onsite repair of the laptop at his home.
- **Cost to replace customer's screen:** \$400
- **Dispatch scheduled for:** Tomorrow
- **Dispatch Reference Number:** DT-252
- **Agent's contact phone number:** 555-765-4321

Call Flow

If you carefully follow the steps below, in order, you should have a successful role play. If you skip steps, combine steps or make other mistakes, the customer may decide to end the call early. You can replay as often as you like to try to improve your score.

Call Opening

1. Get the call off to a good start with the proper, complete greeting: "Thank you for calling Dell Technologies. My name is (your name). How may I help you?"
2. Ask what the customer's issue is.
3. You know who the customer is from their call-in number, so verify the customer's information:
 - a. Ask if the customer's Service Tag is ABCD1234.
 - b. Ask the customer's Name.
 - c. Ask if the customer's Phone Number is 555-123-4567.
 - d. Ask if the customer's Warranty Expiration Date is February 15, 2026.
4. Rephrase the customer's issue so he is sure you heard him correctly.

Working towards Resolution

1. The customer has told you what the problem is, but now you need to get more details about it, so ask him:
 - a. What exactly is happening with his laptop?
 - b. When did he start having this problem?
2. To help build rapport with the customer, find out why the computer is important. For example, find out if it's for his personal use or if he uses it for work.

3. Tell the customer you are going to review the prior agent's notes, then review the **Agent Remarks** in Agent's Notes from Prior Calls above.
4. Once you have reviewed the remarks, confirm that the customer still can't see anything on his screen.
5. If the customer confirms that they still can't see anything on their screen, tell them the **Available Resolution** you'll find in the Agent's Notes from Prior Calls above
6. If the customer has questions about accidental damage, check the **Support Plan Notes** and inform the customer as to what is and what isn't covered under their plan.
7. If the customer asks about other plans, you can find that information in the **Support Plan Notes** and then let the customer know.
8. The customer is welcome to change plans but there are some limitations to that - check the information in **Plan Limitations** and let the customer know.
9. Remember that customers are people first, customers second - so be empathetic, especially when the customer expresses negative feelings.
10. You can find information about the customer's options in the **Customer's Service Plan Option** above.
11. You can find cost details in **Resolution Details**.
12. If the customer questions if there are any other options, you can find the answer in **Customer's Service Plan Option**.
13. Be sure to get the customer's street address so you can schedule the service call.
14. Once again - remember to be empathetic with your customer.

Closing the Call

1. Confirm that the customer is ok with setting the dispatch for tomorrow.
2. Give the customer his Dispatch Reference Number.
3. Check if the customer has any other issues.
4. Give your contact phone number in case he has any questions after the call ends.
5. Thank the customer for calling Dell Technologies.

Tips for a Successful Service Call

Build Rapport

Personalized conversation builds trust. For example, you can assure the customer that you are working to get his son back to being able to use his computer.

Show Empathy

Empathy is not just saying "Sorry to hear that." You should show real concern like: "I'm so sorry that you have to go through this." OR "I know this is important to you." Empathy makes the customer feel good about you - and Dell Technologies. So, when the customer expresses negative feelings or regret about the situation - empathize!

Be Clear and Concise

Throughout the call, avoid big words and long sentences. Be clear and keep moving the conversation forward.