



DirecTV-HP Video Case Study

Mike Benson: *(Super: Chief Information Officer, DirecTV)* DirecTV is a company that provides unique content to customers, and we provide probably the best TV experience you could have in the world. DirecTV has approximately 18 million subscribers. And we continue to be growing, and growing very well.

Mike Peavley: *(Super: Account Delivery Executive, Hewlett-Packard Company)* In 1994, HP and DirecTV began their partnership. From customer number one, we've been a partner with DirecTV.

Mike Benson: HP is providing services -- contact center services, customer care, billing -- and they also provide us services for serving up our websites.

Mike Peavley: HP delivers the Siebel Customer Relationship Management tool for DirecTV. This is a tool that DirecTV uses to run their call centers across the United States. The CRM system pulls the billing data from the billing system, and then provides that either to the end user directly via the Internet, or through a call center representative.

Julian Montgomery: *(Super: Customer Care Manager, DirecTV)* I work here at DirecTV, and I take calls from the customers. I pride myself on being really good with the system.

Mike Peavley: As a DirecTV customer, as you make a payment, it is reflected real-time in the system.

Julian Montgomery: All the customer's charges, as well as credits and payments, at our fingertips.

Mike Benson: We are number one in customer satisfaction; we'd like to aspire to be one of the best companies out there in customer service.

Julian Montgomery: So by using the application I've saved Super Bowl parties, I've saved wedding parties. One of the interesting things a customer has said is, "Can you see what I'm seeing?" Because I fixed it so fast, you know; "It's working now." And they look at it, "Oh, it is working. Can you see what I see?" And I'm, "No, I can't, I just know it's supposed to work."

Mike Benson: We constantly are looking at how we can improve performance, so we're using some of the newest technologies within HP's services.

Mike Peavley: This is HP's latest, cutting-edge technology; this is the HP Integrity Blade. This is an eight-cabinet Alpha GS320. It will be replaced by three of these HP Integrity blade servers, and it will all be transparent to DirecTV.

Mike Benson: When I go throughout the data centers and I see all that equipment that's lined up, I'm more impressed with how well it's organized, how well it looks like it's just quietly hummin' along. So DirecTV has a new contract with HP that is for seven years, and we plan on saving about a hundred million dollars in savings over the life of the contract.

Julian Montgomery: Knowing that I have a reliable system, I can focus on the customer's needs and I can address what the customer called in for, opposing to wondering if the system's going to work properly. I just have the confidence that it will.

Mike Benson: HP fully understands our business and our challenges. They're just an extension of my organization, so they fully understand our goals, our objectives, our key performance indicators, all the things that we need to do to run this business.

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