



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Introduction

Welcome to **Module 3: Cisco.com Online Tools and Resources**. In this module you are going to:

- Receive an introduction to the Cisco.com online tools and resources.
- Identify the benefits and value proposition associated with Cisco.com online tools and resources.

You are going to spend approximately 30 minutes reviewing this module.

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Introduction

Cisco Technical Support Service programs are built upon a foundation of key service components that provide end customers with a well-rounded, solid support model.

These key components are:

- Cisco.com online tools and resources
- Technical Assistance
- Software Support
- Hardware Replacement

Each of these components is a piece of a puzzle that, when offered together, provide a complete service offering you can promote to customers. These service components can be:

- Delivered directly by Cisco through one of several TSS programs.
- Sold by you, as a Cisco partner or reseller, through the Cisco Brand Resale program.
- Offered by Cisco Gold, Silver, or Premiere partners to supplement their own services through various partner programs.
- Purchased through Cisco distribution channels and resold by resellers to end-customers.

Modules 4 through 7 provide you with a basic understanding of how to position and discuss these key service components with customers.

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction



# Cisco Service Expert Program E-learning

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### What is Cisco.com?

The Cisco.com website, previously known as CCO, is an award winning portal that provides customers with 24x7 access to a comprehensive collection of online product and technology information, interactive network management and diagnostic tools, and empowering knowledge transfer resources.

With registered access to the Cisco.com website, customers are entitled to the same knowledge bases used by Cisco TAC engineers.

Backed by the expertise of Cisco TAC engineers, the Cisco.com website provides a multitude of technical support documents, organized to help you access needed information including troubleshooting tips, configuration guides, installation guides, case studies, and much more.

In addition to technical support documentation, customers receive access to a suite of powerful online tools. Using these online tools, customers can determine compatibility between hardware products and software releases, match features to software versions, identify and track software bugs, and receive customized analyses of show command and software error message output.





# Cisco Service Expert Program E-learning

- 1: CSEP Overview
- 2: Importance of Service
- 3: Cisco.com Online Tools and Resources
- Introduction
- What is Cisco.com?
- Examples of Cisco.com Online Tools
- 
- 
- 
- 

< [Previous](#) | [Next](#) >

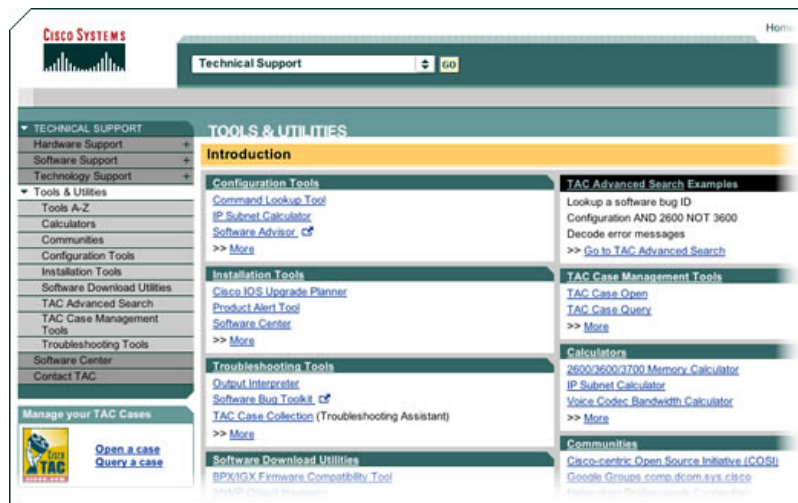
## Module 3: Cisco.com Online Tools and Resources

Updated

### Examples of Cisco.com Online Tools

There are a variety of tools and information that your customers can access within the Cisco.com website (specifically within the technical support section or Cisco TAC website). The majority of these tools and resources can be categorized as one of the following:

- Configuration / Installation Tool
- Troubleshooting Tools
- Case Management Tools
- Technical Documentation



The next several pages are going to provide you with an overview and examples of each of these types of tools and resources.



# Cisco Service Expert Program E-learning

- 1: CSEP Overview
- 2: Importance of Service
- 3: Cisco.com Online Tools and Resources
- Introduction
- What is Cisco.com?
- Examples of Cisco.com
- Online Tools
- Configuration / Installation Tools
- 
- 
- 
- 

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

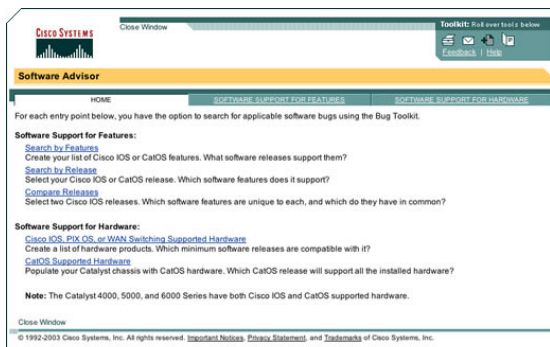
### Configuration / Installation Tools

There are a variety of configuration and installation tools that your customers can access within the Cisco.com website (specifically within the technical support section). These tools allow customers to:

- Identify, evaluate, and track software “bugs” that may impact network operations.
- Identify features in specific software releases.
- Determine compatibility between hardware products and software releases.
- Research current or potential hardware / software configurations.
- Compare features in different Cisco IOS versions.
- Access the Cisco software center and Cisco Product Upgrade Tool to obtain software updates for operating system and network application software covered within their service agreement.
- Search object names and descriptions, view and download MIBS, find MIBS by Cisco IOS image name.

Examples of configuration and installation tools include:

- Software Advisor
- Cisco IOS Upgrade Planner
- SNMP Object Navigator
- Software Bug Toolkit





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools

## Module 3: Cisco.com Online Tools and Resources

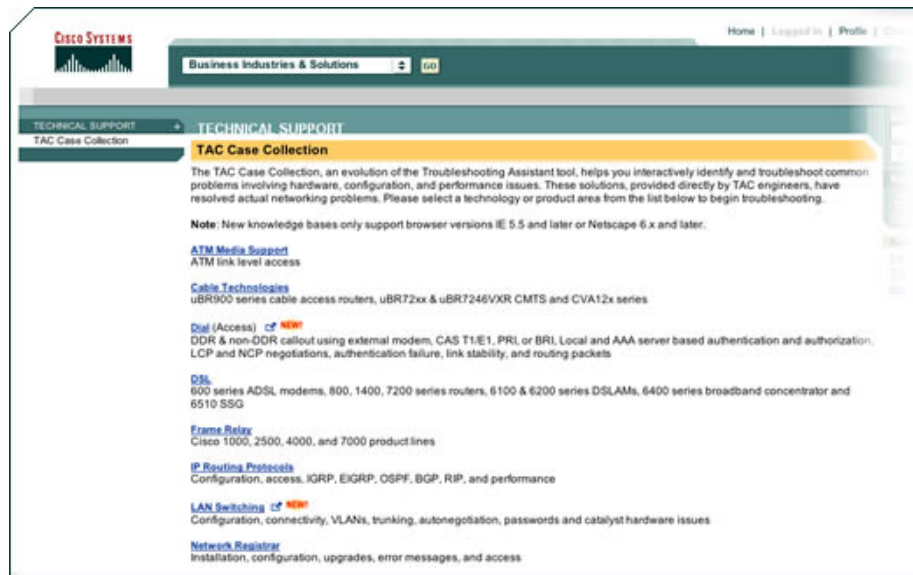
**Updated**

### Troubleshooting Tools

Cisco troubleshooting tools provide monitoring and other diagnostic functionality that your customers can use to resolve technical issues on their internetwork.

Examples of troubleshooting tools include:

- Cisco TAC Case Collection/Just Solve It
- Output Interpreter
- Software Bug Toolkit





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools

## Module 3: Cisco.com Online Tools and Resources

**Updated**

### Case Management Tools

The Cisco.com website also provides your customers with tools such as the Case Open and Case Query tools, which can be used to open, update and track cases with the Cisco Technical Assistance Center (TAC).

These tools will be discussed in greater detail in the Technical Assistance section of this lesson.





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation

## Module 3: Cisco.com Online Tools and Resources

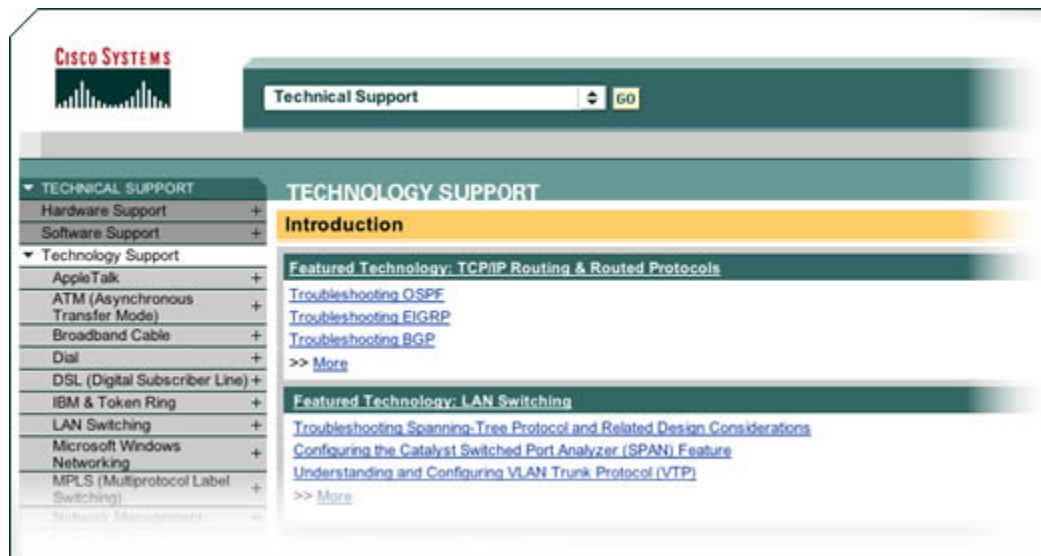
**Updated**

### Technical Documentation

With registered access to the Cisco.com website, your customers can access more detailed technical support information covering configuration, verification, troubleshooting, and training on Cisco hardware, technology and software.

Examples of technical documentation that can be viewed with registered access to the Cisco.com website include:

- Hardware support pages
- Software support pages
- Technology support pages







# Cisco Service Expert Program E-learning

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

**Updated**

### Benefits of Cisco.com Online Tools and Resources

Access to Cisco.com online tools and resources is a key service component of SMARTnet, SMARTnet Onsite, Software Application Support (SAS), and Software Application Support plus Upgrades (SASU) - all of which are available via the Cisco Brand Resale program. Cisco.com online tools and resources can also be a valuable component to Cisco Gold, Silver, or Premiere Partners who may offer registered access to these tools as a component of some of their partner-branded service solutions.

Note: The programs referenced about will be discussed in subsequent modules within this curriculum.



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Benefits of Cisco.com Online Tools and Resources

There are many advantages to your customers of having a service solution that can provide them with access to Cisco.com online tools and resources. These benefits include:

- Reduced costs.
- Increased productivity.
- Maintaining an edge over competition.
- Knowledge transfer.
- Faster time to resolution by getting information quickly and easily.

Using the tools and resources available through the Cisco.com website, your customers will be able to resolve the majority of technical issues they may experience on their networks. This proactive approach to problem resolution saves your customers time and money.

In most cases, the information on the Cisco.com website that your customers are using is the same information Cisco TAC engineers use to troubleshoot and diagnose problems. By accessing the Cisco.com website, customers can quickly locate the information they need to diagnose and resolve technical problems.

Without a service solution that offers access to the Cisco.com online tools and resources, your customers may decrease self-sufficiency and have to pay significant time-and-materials fees to Cisco and other vendors for this support.



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources



# Cisco Service Expert Program E-learning

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

**Updated**

### Benefits of Cisco.com Online Tools and Resources

Many of your customers will also find that the tools and resources available with registered access to the Cisco.com website will increase their productivity.

The revenue lost during network downtime is staggering. For example, depending on their industry, your customers can lose anywhere from \$500,000 to \$3,000,000 in just about one hour. Furthermore, without access to the types of online tools and resources available through Cisco.com, your customers may have to invest thousands of dollars to maintain web servers and updates resources themselves.

An important point to make with your customers is that their IT professionals will become more productive in the successful installation and operation of their networks, saving their companies valuable time and money.

In fact, the tools and information on the Cisco.com website are so comprehensive and easy to use, that data gathered internally by Cisco has shown that three out of four technical support cases are resolved by using it. Without registered access to Cisco.com, your customers' IT professionals may not have the resources they need to solve problems quickly and efficiently.

Is that a risk your customers can afford to take?





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources

## Module 3: Cisco.com Online Tools and Resources

**Updated**

### Benefits of Cisco.com Online Tools and Resources

Another advantage of having access to Cisco.com online tools and resources is that it provides your customers' IT staff with a source of continuous professional growth through virtual training programs, contact with industry experts, forums to communication with peers, and access to the most up-to-date product and technology information.

By leveraging the Cisco proactive self-help approach, customers are provided with an environment that allows them to develop their skills and aptitudes through successfully resolving technical issues themselves. Each time customers utilize the content, tools, and other resources available through Cisco.com, they not only continue to improve their knowledge of Cisco products and best practices - they enhance their competitive edge as well.

Remind your customers that knowledge is power. By having the most current, "cutting edge" information on Cisco products and technologies available at their fingertips, your customers have a powerful resource that they can use to stay ahead of their competition.

By remaining up-to-date on the documentation, best practices, and case studies found on the Cisco.com website, your customers gain the competitive edge that only the world's largest, most sophisticated network support team can provide.





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Overcoming Objections

When discussing Cisco.com online tools and resources with your customers, it is natural for them to have objections. In this section, you are going to review some common objections that customers have raised in the past. Each objection has a corresponding response that you can use to address your customers' concerns.

#### Objection

Your customer does not see the value of the online resources of Cisco.com.

#### Response

Begin by asking your customer a series of questions that focus on:

- The types of information they usually need about Cisco products.
- How they currently access the information.
- How much time they spend looking for this information.

One conclusion that you can try to help your customers draw is that they will save time and money by using Cisco.com online tools and resources to quickly access a variety of information on Cisco products and equipment. It may be helpful to sit down with your customers and, together, visit sections within the Cisco.com technical support section, such as the Hardware Support, Software Support, and Technology Support pages. Remind your customers that the information available in the Technical Support module of the Cisco.com website is the same information that is used by Cisco TAC engineers to resolve cases.

Provide your customers with examples or scenarios of how they could use the resources available via Cisco.com to address or resolve their issues. For example:

- Customers can use the Software Advisor to address software selection problems. Using this tool, customers are able to select the Cisco IOS Software or Cat OS software that they need to support their hardware and desired features.
- Customers can use the TAC Case Collection/Just Solve It tool to interactively identify and troubleshoot common problems involving hardware, configuration, and performance issues. The solutions within this tool, provided directly by Cisco TAC engineers, have resolved actual networking problems.
- Customers can use the Output Interpreter to analyze output from show commands, as well as decipher error messages and come up with an appropriate solution to correct problems or issues.

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Overcoming Objections

#### Objection

Your customer feels it is difficult to navigate Cisco.com, and has trouble locating the information based on the volume of content that is available.

#### Response

Emphasize that in the past year, the Cisco.com user interface was reorganized to provide a more intuitive and easy-to-learn experience for customers.

Explain to your customer that the Search capabilities within Cisco.com have recently been enhanced to provide easier access to four Cisco TAC tools: the Cisco Error Message Decoder, the Cisco SNMP Object navigator, the Cisco Bug Toolkit, and the Cisco TAC Case Query tool. Then explain that the **Search** field on any page can be used by entering:

- A console error message: The results will include a link to the Error Message Decoder's analysis of the message.
- An SNMP ID, SNMP name, or MIB name: The results will include a link to the appropriate information in the SNMP Object Navigator.
- A software bug ID: The results will include a link to that bug in the Bug Toolkit.
- A TAC case number: The results will include a link to that case in the TAC Case Query tool.

You can also recommend that the customer subscribe to the Cisco TAC Newsletter, which provides information and links to new or enhanced tools and/or documentation on the site.

Another good idea is to ask your customer to review the Cisco.com website together with you. If the customer is not available, ask when it would be a good time to arrange a meeting to do this in the future, and get a specific date on the calendar. Suggest that your customer register for a TAC Web Seminar that provides training on how to use the online tools and content available on the TAC Web site. Your customer can register at: <http://www.cisco.com/kobayashi/support/tac/training.shtml>. Your goal is to spend some individual time with your customer to get them more comfortable with Cisco.com as a whole.

Prior to meeting with your customer again, send an email with a list of common URL's that your customer can bookmark for future reference. Providing follow-up and due diligence can really demonstrate your commitment to your customers, and can show that you are "willing to go the extra mile" to address their concerns.

**Note:** If your customer is unable to participate in a TAC Web seminar, you can leverage the slides used in the presentation to demo the site to your customer on your own. You can download the slides at: <http://www.cisco.com/kobayashi/support/tac/training.shtml> - "Using the Cisco TAC Website for Online Support" presentation.

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Overcoming Objections

#### Objection

Your customer feels that a service contract that provides them with registered access to Cisco.com online tools and resources is too expensive.

#### Response

Emphasize to your customer that the cost they pay for a service contract that provides them with access to Cisco.com online tools and resources is an annual, flat fee. Ask your customer how they plan to resolve issues such as:

- Configuration issues with your hardware devices
- Software installation and update procedures
- Hardware troubleshooting

Would they plan on calling the Cisco Technical Assistance Center (TAC)?

Would they have a resource available internally within their company to address these issues for them?

Emphasize that if your customer decides to call the Cisco TAC with a priority 3 or priority 4 issue similar to the examples listed above, they will be charged a minimum fee of \$210 per hour - with a minimum charge of four hours.

Help your customer do the math. Assume they call the Cisco TAC five times each year. Multiply that number by the fee mentioned above. Compare that number to the cost of an annual service contract.

Explain that in many cases, these fees can add up to a total that is GREATER than the annual flat fee that a customer would pay for a service program that provides them with access to Cisco.com online tools and resources.

**<This page is continued on the next slide>**

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

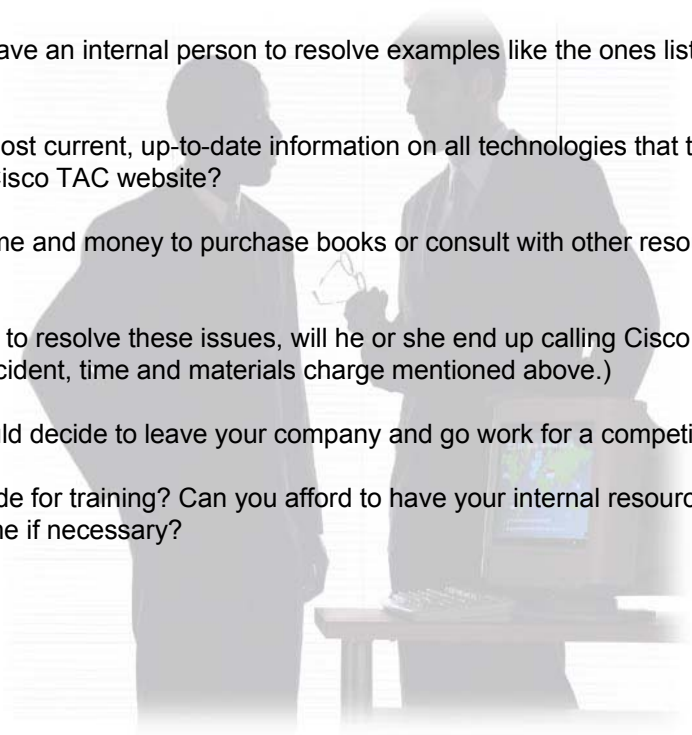
## Module 3: Cisco.com Online Tools and Resources

Updated

### Response

If your customer mentions that they have an internal person to resolve examples like the ones listed on the previous page, ask the following questions:

- How will this individual obtain the most current, up-to-date information on all technologies that they support without access to the Technical Support / Cisco TAC website?
- Will this individual need to spend time and money to purchase books or consult with other resources to obtain up-to-date information?
- If this individual does not know how to resolve these issues, will he or she end up calling Cisco TAC to resolve it? (Which will result in paying a per-incident, time and materials charge mentioned above.)
- What will you do if that person should decide to leave your company and go work for a competitor?
- How much money have you set aside for training? Can you afford to have your internal resource away from the office for any extended period of time if necessary?



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Case Study

Now that you have learned more about the online tools and resources available through Cisco.com, it's time to review a real-life example of a success story. This case study contains a success story which encompasses background, initiative, solution and success information. An initiative explains a customer's desired improvement or need. Subsequently, the solution is developed to adhere to the customer's initiative. Finally, the result depicts the achievement of the solution.

### Background

Tim Dries is the sales service manger (SSM) for FedEx and needed to reduce the amount of phone time his NOC and Cisco TAC people were using. He realized that many of the phone conversations that took place were questions that could be answered by proactively using Cisco.com first.

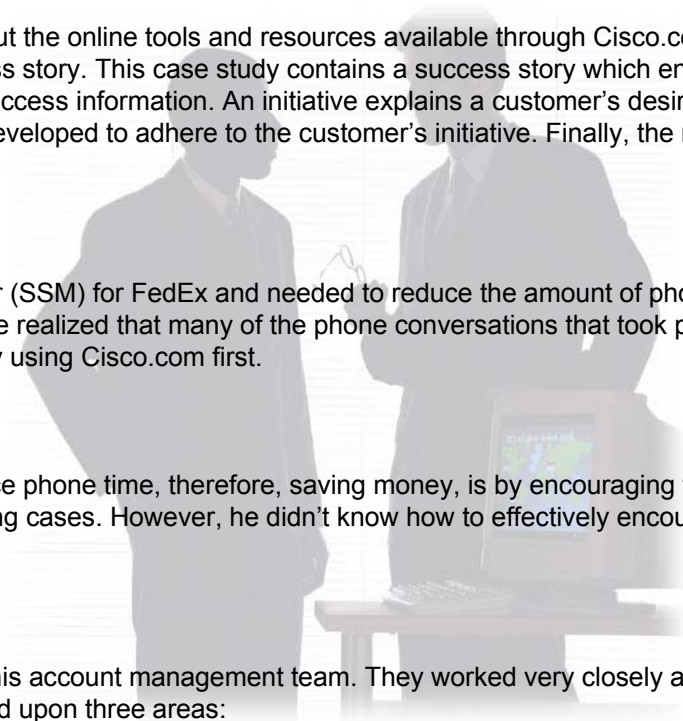
### Initiative

Tim decided that a good way to reduce phone time, therefore, saving money, is by encouraging the use of online resources when updating and reporting cases. However, he didn't know how to effectively encourage people to do this.

### Solution

He decided to set up a meeting with his account management team. They worked very closely and came up with a solution to develop a curriculum based upon three areas:

- CCNA certification path.
- Specifics of the FedEx network and installed equipment.
- Cisco TAC website training offerings available at <http://www.cisco.com/tac/training>.



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections

Case Study



# Cisco Service Expert Program E-learning

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online
Tools and Resources
Overcoming Objections
Case Study

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

**Updated**

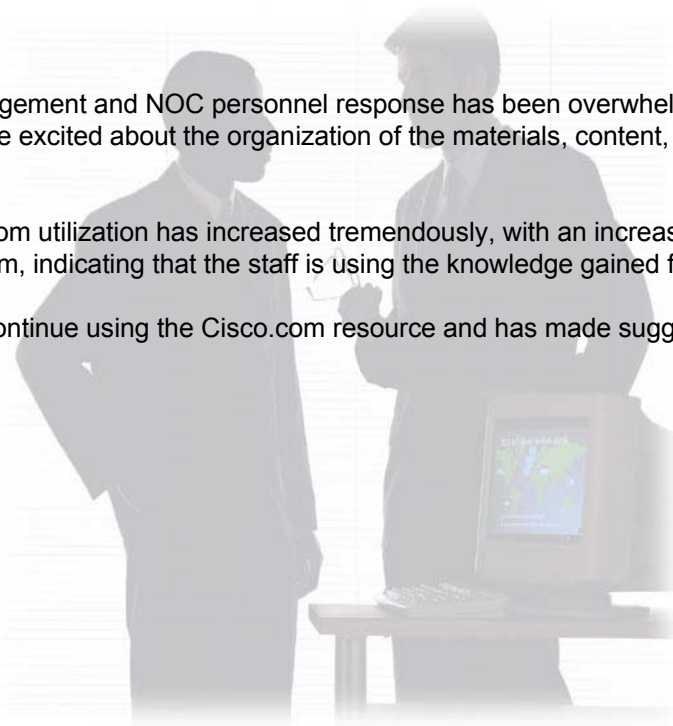
### Case Study

#### Results

As a result, the front-line FedEx management and NOC personnel response has been overwhelmingly positive regarding the training. The trainees are excited about the organization of the materials, content, and the “take aways” from the sessions.

Since training has concluded, Cisco.com utilization has increased tremendously, with an increased percentage of cases being opened through Cisco.com, indicating that the staff is using the knowledge gained from their training.

Furthermore, FedEx has pledged to continue using the Cisco.com resource and has made suggestions that the account





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

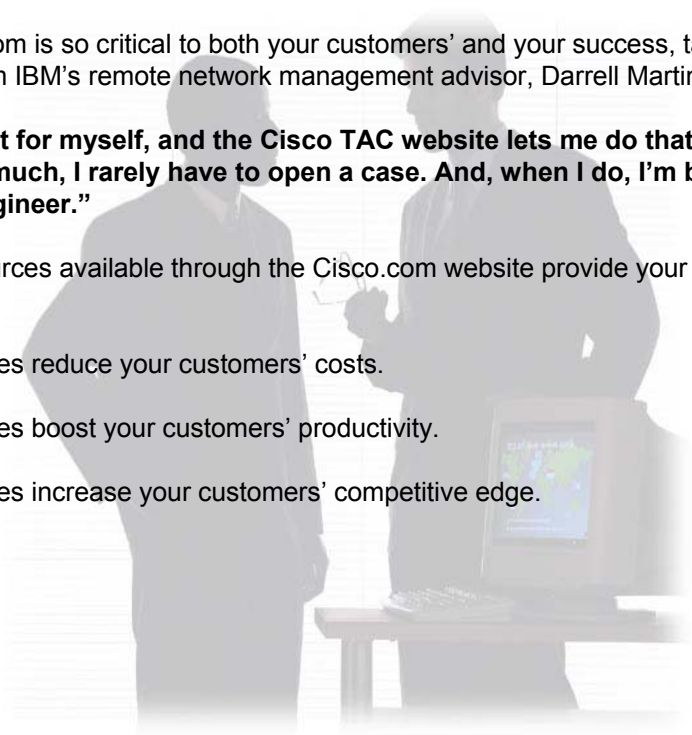
### Quote

To conclude the topic of why Cisco.com is so critical to both your customers' and your success, take a few minutes to think about the following quote from IBM's remote network management advisor, Darrell Martin.

**"I prefer to figure things out for myself, and the Cisco TAC website lets me do that. Because I use the Cisco TAC website so much, I rarely have to open a case. And, when I do, I'm better prepared to speak to the Cisco TAC engineer."**

To summarize, online tools and resources available through the Cisco.com website provide your customers with many benefits:

- Cisco.com online tools and resources reduce your customers' costs.
- Cisco.com online tools and resources boost your customers' productivity.
- Cisco.com online tools and resources increase your customers' competitive edge.



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections

Case Study

Quote



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Interactive Exercise

Now that you have had a chance to learn about the functionality, benefits, and features available to you through Cisco.com online tools and resources, it is time to apply the information you have learned to a real-life situation.

The example on the next page is going to describe a real-life scenario that you could encounter with a customer as an employee of your company. Once you have read the scenario, you are going to be asked to make a selection from a list of possible ways that you could react to this situation.

Each option leads to a different outcome. In some outcomes, your customer could be very satisfied with the information you supply. However, depending on how you handle the situation, you could end up with an unsatisfied customer on your hands as well.

The objective of this exercise is to use your knowledge of Cisco.com online tools and resources to resolve your customer's situation.

1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections

Case Study

Quote

Interactive Exercise



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Interactive Exercise

It has been a busy day, but you are finally at your last sales meeting with your customer Sharon Miller at the ACME company.

When you arrive, you can tell Sharon has had an equally exhausting day, as she seems a little tired. After exchanging pleasantries, you begin to discuss technical support services with her. You emphasize the value of a technical support service contract and the various key service components within a typical contract. You've just finished explaining the value of the online tools and resources offered via Cisco.com when Sharon interrupts you and says:

"I just do not see the value in a service program including registered access to Cisco.com online tools and resources. Can you discuss that further?"

How should you respond?

- A Ask Sharon how she currently resolves or troubleshoots any network issues that arise to learn more about both her company's resolution process and to determine how long it may currently take her team to resolve technical problems.
- B Tell Sharon that a service contract that provides access to Cisco.com online tools and resources will allow her to access technical support information covering configuration, verification, troubleshooting, and training on Cisco hardware and software.
- C Tell Sharon that most of your customers have purchased service programs containing access to Cisco.com online tools and resources.



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections

Case Study

Quote

Interactive Exercise



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Interactive Exercise

#### Good Job!

Sharon tells you that she currently has an IT staff that handles all issues with her Cisco equipment. She then apologizes if she seems a little “out of it”, and tells you that she’s had a bad day because her IT staff still hasn’t gotten back to her regarding an issue she asked them to resolve last week.

How should you respond?



- Tell Sharon that Cisco.com online tools and resources can save her company time and money by providing her IT team with access to tools which can help them solve problems immediately, on their own.
- Tell Sharon to have her IT staff call the Cisco Technical Assistance Center (TAC).
- Tell Sharon that if she has an IT staff onsite, then there probably is nothing more you could do for her .

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online
Tools and Resources
Overcoming Objections
Case Study
Quote
Interactive Exercise



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Interactive Exercise

#### Great job!

Sharon responds:

“That’s good to know! I’m starting to see how a service program that provides access to these tools could be beneficial to my team.”

You continue to discuss the other key service components in addition to Cisco.com online tools and resources that are also available within many Cisco service programs.

At the conclusion of your discussion, Sharon suggests that you come back next Monday at 10:00 am for a joint meeting with both her and her CIO for a follow-up conversation about potential next steps.

Congratulations! So far things are going well with Sharon. Providing that your follow-up meeting goes well also, it looks like you may have an opportunity to sell a technical support services contract to Sharon in the weeks to come!

Please click the **Next** button to proceed with the Review Questions.



1: CSEP Overview

2: Importance of Service

3: Cisco.com Online Tools and Resources

Introduction

What is Cisco.com?

Examples of Cisco.com

Online Tools

Configuration / Installation

Tools

Troubleshooting Tools

Case Management Tools

Technical Documentation

Benefits of Cisco.com Online

Tools and Resources

Overcoming Objections

Case Study

Quote

Interactive Exercise



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Review Questions

You are on a sales call with your customer, discussing the key service components that are typically included in a technical support services contract. As you begin to discuss the online tools and resources that are available via Cisco.com, your customer interrupts you and says:

“I already have all the documentation that came with my hardware. Why would I need to pay an additional fee to access this online?”

How would you respond?

 *Select the best answer from the choices below.*

- A. “In addition to technical documentation, Cisco.com online tools and resources gives you access to invaluable configuration, troubleshooting and case management tools.”
- B. ”You are correct, the documentation on Cisco.com is the same as the documentation that comes with your hardware. Many of our customers like having access to this online as well, so their entire staff can view the information.”
- C. “Cisco.com online tools and resources are fairly inexpensive, so having access to this information on line is an affordable convenience.”
- D. “Cisco.com online tools and resources not only give you access to technical documentation about your hardware, they also allow you to request an engineer to come to your site at no additional cost.”

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources
Overcoming Objections
Case Study
Quote
Interactive Exercise
Review Questions





# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Review Questions

You are in a meeting with a customer. You are discussing the online tools and resources available through Cisco.com.

Your customer is budget constrained, and does not feel that Cisco.com online tools and resources will provide her company with a significant return on investment to justify the expense. In addition, if technical issues arise, your customer feels they can always contact the Cisco TAC on an as needed basis.

How would you respond?

 *Select the best answer from the choices below.*

- A. "I completely understand your budget constraints. However, I do feel that in the future, a service program including Cisco.com online tools and resources would be a good idea. Let me know when your needs or budget change and we can go from there."
- B. "Calculating ROI is difficult for service programs. It is up to you to determine what your ROI would be and if Cisco.com online tools and resources is right for you."
- C. "A service program including Cisco.com online tools and resources would actually help reduce your costs by allowing you to solve technical issues on your own, reducing the time and materials charges you might otherwise incur."
- D. "You make a valid point. If technical issues do arise, you can always contact the Cisco TAC for assistance."

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources
Overcoming Objections
Case Study
Quote
Interactive Exercise
Review Questions



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Review Questions

You are speaking with a customer regarding a service program that includes Cisco.com online tools and resources. During your discussion, your customer tells you they do not feel that they have a need for Cisco.com online tools and resources because they already have an IT staff in-house, who can handle any technical issues that arise.

How would you respond?

 *Select the best answer from the choices below.*

- A. "If you already have an IT staff in place that can handle technical issues, then Cisco.com online tools and resources are probably not necessary for you. If however, you would still like access to Cisco.com in the future, please feel free to call me to discuss."
- B. "Access to Cisco.com online tools and resources gives your IT staff the opportunity to enhance their competitive edge by increasing their knowledge-base through online content, resources, and interaction with other IT professionals."
- C. "I understand you have an IT staff in place, but are they available 24 hours a day, seven days a week? With Cisco.com online tools and resources, you can have a Cisco Certified technician come to your site to diagnose any network difficulties in person."
- D. "If your IT staff does encounter difficulties, they can always contact the Cisco TAC on a time and materials basis for more assistance."

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources
Overcoming Objections
Case Study
Quote
Interactive Exercise
Review Questions



# Cisco Service Expert Program E-learning

< [Previous](#) | [Next](#) >

## Module 3: Cisco.com Online Tools and Resources

Updated

### Summary

Congratulations. You have completed **Module 3: Cisco.com Online Tools and Resources**. In this module you:

- Received an introduction to the Cisco.com online tools and resources available via Cisco.com.
- Identified the benefits and value proposition associated with Cisco.com online tools and resources.

In the next module, **Technical Assistance**, you are going to learn how you can use Cisco Technical Assistance Center (TAC) for technical assistance.

1: CSEP Overview
2: Importance of Service
3: Cisco.com Online Tools and Resources
Introduction
What is Cisco.com?
Examples of Cisco.com
Online Tools
Configuration / Installation
Tools
Troubleshooting Tools
Case Management Tools
Technical Documentation
Benefits of Cisco.com Online Tools and Resources
Overcoming Objections
Case Study
Quote
Interactive Exercise
Review Questions