



Enterprise and Cloud Storage

When White Glove Support becomes a Game-Changer for Enterprise Storage

James (JT) Lewis



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Director of Channels
EMEA and APJ
Infinidat

Biography

James (JT) Lewis is the Director of Channels EMEA and APJ at Infinidat (<https://www.infinidat.com>). He is an experienced international Sales Director with a proven track record in the enterprise IT, storage, and network security industries. His broad industry experience includes roles involving cyber security, Storage Area Networks (SAN), enterprise storage, IT service management, IT strategy, professional services, cloud computing and virtual computing environments.

Based in Frankfurt, JT has responsibility for Infinidat's EMEA and Asia Pacific regions, including Japan. JT served in the US Military before embarking on his technology sales career, more recently he worked for Data Interchange as Head of Channel Sales and was the Strategy and Growth Officer for Altdata Technology Solutions, focusing on the cyber security market. He also spent 15 years at EMC and RSA, based in London and Frankfurt, where he built up comprehensive experience in the recruitment, enablement, and leadership of channel partners and distributors.

JT blogs at <https://www.infinidat.com/en/blog>

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Abstract

Customer experience continues to reign supreme as a key competitive differentiator. But for many organizations, the ability to delight customers by mastering the concept and execution of an exceptionally good customer experience can be challenging. In an environment where customers wield growing power, having a customer-first mindset needs to have a high degree of personalization, attention to detail, customer convenience, and issue resolution speed, explains the author of this article.

Introduction

Time and again, superior customer service is proven to be one of the most powerful ways to boost business revenue and profitability. Extensive research backs this up and demonstrates the impact it has on increasing customer lifetime value and building stronger loyalty. For instance, over 80% of customers reported¹ that receiving value during a service experience makes them more likely to repurchase, even when given a chance to switch to a competitor.



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When the added value or problem resolution can be delivered in the first customer contact, the financial impacts are especially pronounced. Forrester Research has analyzed the impacts of customer service excellence and reported that if an airline were to manage all its customer issues on first contact, the incremental revenue this would generate could be as much as £600 million².

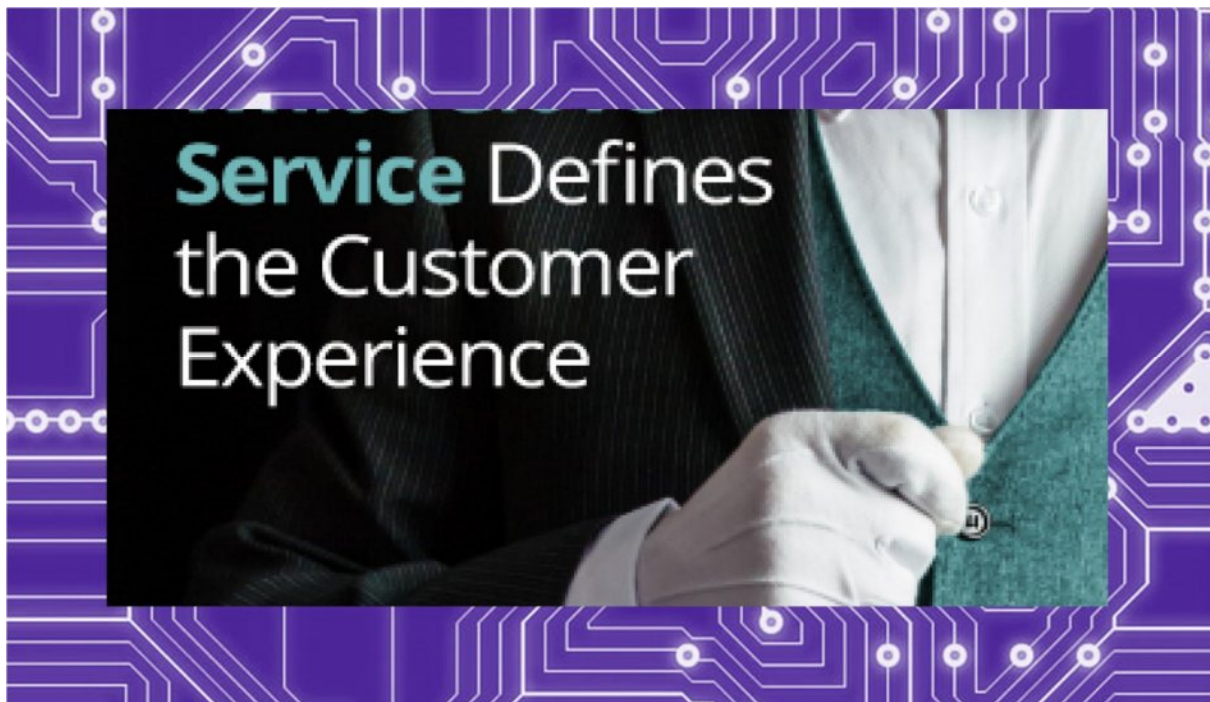
In the auto/home insurance industry, the figure rises to over £1 billion, and in the automotive industry it's just under £4 billion. All that extra money coming from simply being able to resolve a customer's problem on the first call or contact. In enterprise storage, where individual project costs can run into hundreds of thousands, if not millions, the perceived value is even greater.

These financial advantages – especially for channel partners – are a big factor behind Infinidat's ongoing investment in a 'white gloves service'. It's something that continues to differentiate us as an enterprise storage specialist. We work in a world where services are being streamlined continuously and end user customers are required to deal with bots and automated FAQs to resolve a technical query. Imagine the benefits for an enterprise customer, MSP (managed service provider) or cloud service provider to pick up the phone and immediately talk to a technical expert? Someone who knows the InfiniBox®, InfiniBox™ SSA and InfiniGuard® extremely well. An expert that knows the ins and outs of storage and cyber storage resilience, and already has a deep understanding of storage and data infrastructure. It is hard to place a value on these levels of customer service.

Infinidat delivers this level of comprehensive 'white glove service' at no additional cost and the financial benefits of this approach are very clear. Customers can more



accurately budget for their long-term enterprise storage needs and they can avoid any of the unexpected support costs that can arise with other storage vendors. Over time, they can also potentially realize the total cost of ownership with significant savings.



Developing a white glove service

The 'white glove service' process begins by directing every customer straight to Level 3 technical support, which is the highest level of customer support in the industry. With every purchase of any Infinidat enterprise storage solution, a dedicated Technical Advisor (TA) is also assigned to serve as the experienced technical account consultant with full oversight to ensure end user customer success. The TA manages every aspect of an enquiry for customers: whether it's an escalation, a warranty that is about to expire, an application that needs more capacity, or any variety of actions that need to be taken to improve applications, workloads, and use cases. No other major storage vendor offers such an extensive service included with their offerings at no charge to the channel or to the customers. It results in much faster issue resolution because the TA is already familiar with the customer's environment. In the long run it results in more proactive problem prevention through ongoing monitoring and advice and an all-round reduced internal IT burden.

In addition to personalized support from a Technical Advisor, Infinidat's platforms themselves contribute to the white glove service. All Infinidat solutions are proactive and have "call home" capabilities to fix themselves without bothering the customer. In this way, Infinidat enterprise storage solutions are 'self-healing'.



If a component is failing, the system, which is in direct contact with the back office at Infinidat, will automatically work to fix the issue, with no need for an on-site visit from a technician. Infinidat systems also come with pre-installed spare parts and self-healing capabilities, and the triple redundant active-active-active architecture means that the system can experience “failure” of a part but have zero disruption to the availability of the data, application, and workload infrastructure.

When white glove is more than just a service offering

When it comes to superior customer support, research demonstrates that customers are often willing to pay up to 30% more for enterprise technology, because it comes with better service levels. Again, this leaves Infinidat in a class of its own at the high end of the enterprise storage market, by offering high end solutions without a high-end price.

This level of white glove support as a standard feature ensures Infinidat significantly differentiates itself in the enterprise storage market. This approach not only benefits end customers through improved service and reduced total cost of ownership, but also empowers channel partners to focus on innovation and revenue growth rather than routine support activities. By having the opportunity to minimize their own support infrastructure investments, partners can redirect resources to higher-value activities.

Ultimately, Infinidat’s white glove support is more than just a service offering. It’s a strategic advantage in a box for channel partners. By eliminating hidden costs and providing unmatched support, Infinidat enables its partners to focus on innovation, expand their revenues, and build stronger, more profitable customer relationships. The comprehensive nature of the support offering creates a foundation of trust and reliability that partners can build upon to create unique value propositions in the market. What value would your customers put on a “white glove service” like this?

Reference

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