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Customer-Centered Information Experience



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Content

1

Challenges

2

Approach

3

Practice

4

Results

Challenges: Information is Changing

Social

Simple

Interesting

Mobile

Technologies are greatly influencing people's requirement for information.

...

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Results

Method: User and Task Analysis

- Work and communicate directly with our customers
- Build up user profiles: duties, workflow, concerns, pain points...
- Analysis information solution
- Customers join in information development
- Encourage our customers to express their opinions and collect feedback



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Story 1: From Compliant to Appraise in One Week

Huawei received criticism from one of our customers that using our manuals to plan their network was too slow.

Before

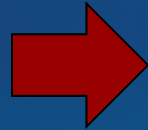
Product Description

Hardware Description

Feature Description

Too many manuals

Duplicated content



After

Planning Your Network

Reduced the number of manuals

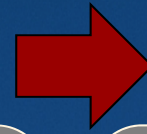
Eliminated duplicated contents

Story 1: From Compliant to Appraise in One Week

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Before

Converts six optical signals at the rate between 100 Mbit/s-2.5 Gbit/s and one OTU1 signal, and the dual fed and selective receiving function on the WDM side, or implements conversion between six optical signals at the rate between 100 Mbit/s-2.5 Gbit/s and one OTU1 signal.



After

6 x (100 Mbit/s to 2.5Gbit/s signals) <-> 1 x OTU1, the dual fed and selective receiving function on the WDM side.

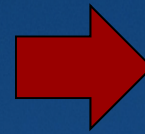
Hard to understand

Simplified Contents

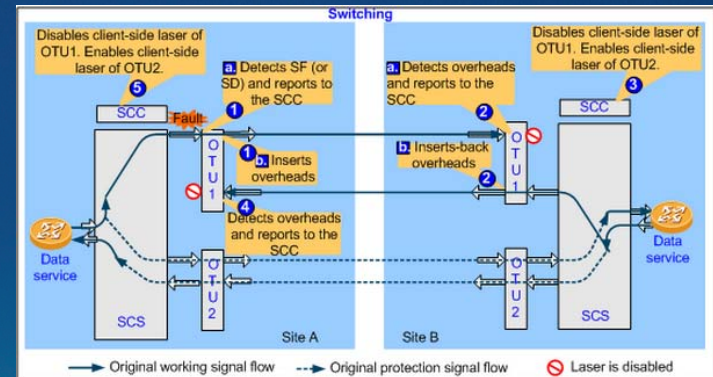
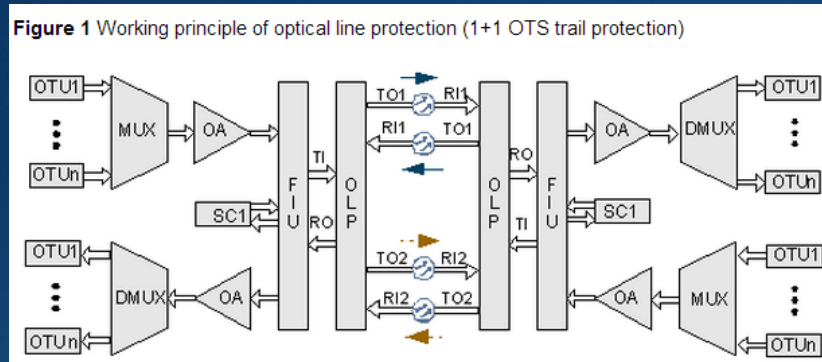
Story 1: From Compliant to Appraise in One Week

Huawei received criticism from one of our customers that using our manuals to plan their network was too slow.

Before



After



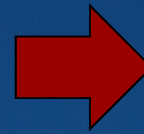
Diagrams didn't provide enough detail

Improved diagrams

Story 2: A Breakthrough in Social Media

Our group members covers 30 countries now, at least one new topic is discussed every week.

Before



After

Information improvement
message sharing

What do we have?

What do you like?

Technology discussion

N/A

**R&D experts reply
directly to our
customers questions
and concerns.**

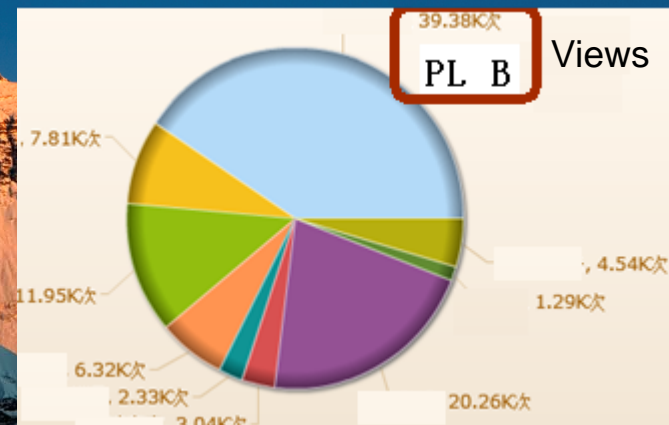
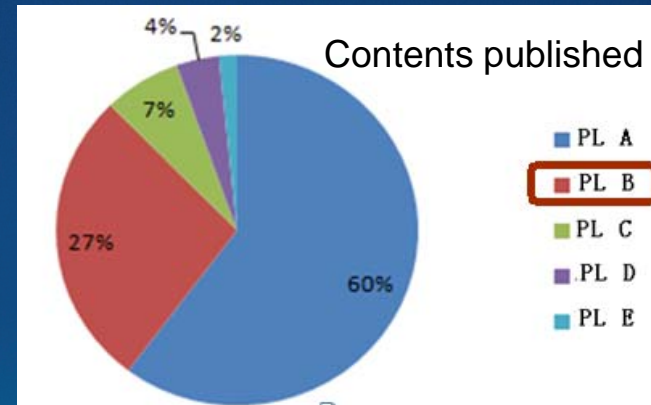
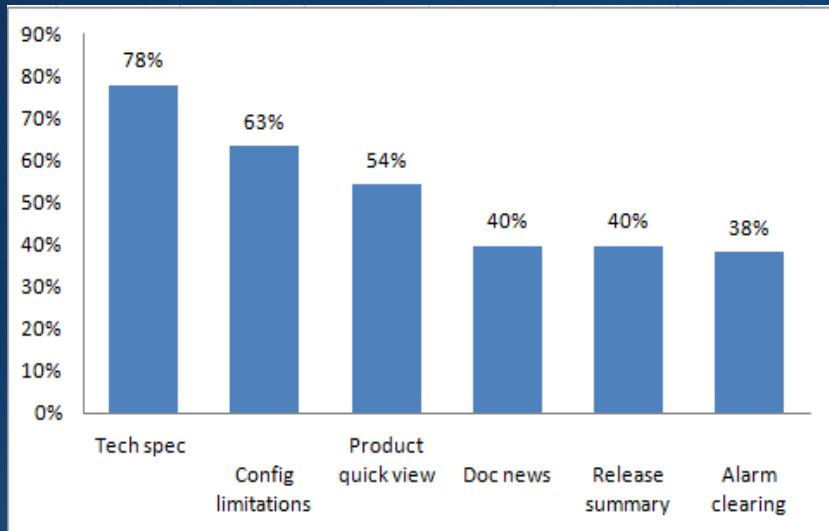
Story 2: A Breakthrough in Social Media

- Listen to what our customers are discussing then take actions.
- Answer their question about us in other groups. Clarify not clear
- Analyze their questions and comments for enhancing new releases
- Connect with local account teams to extend connections with our customers.



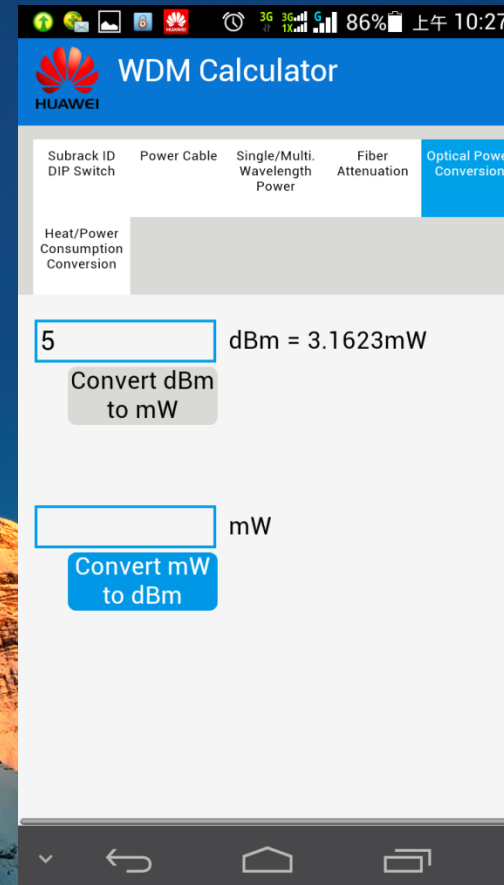
Story 3: Construct Mobile Contents

Interviewed our customers to determine which mobile content they prefer. We publish mobile content and 150,000 customers installed the App in a year.



Story 3: Construct Mobile Contents

Toolized mobile contents make information query easily.



Story 4: Team Transition

The team is connecting with 3000+ customers around the world.C

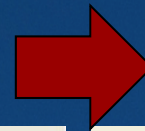
- Method training covers every team member
- Cultivate golden seeds
- Personal tutor system
- Practice sharing every month. Clarify confusing



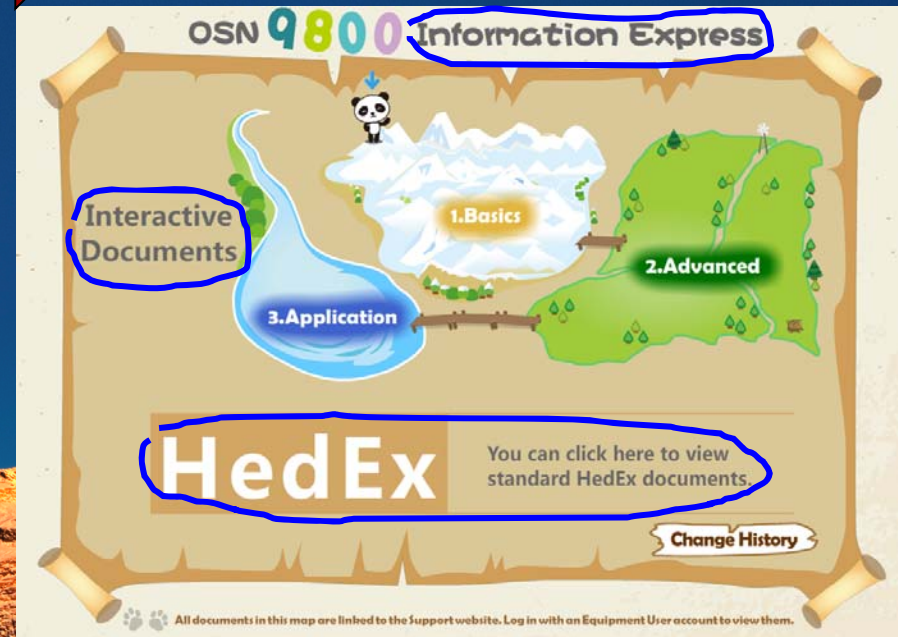
Story 4: Team Transition

Customers from ten different countries joined in the comics element discussion.

Before



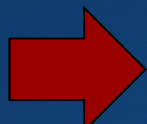
After



Story 4: Team Transition

Corporate with marketing team,

Before



After

All Documents | Chinese | English | Others

Create DOC | All Documents

- OptiX BWS 1600G 配置手册V1.9(1122)**
本文档覆盖BWS 1600G最新版本V100R007
Author: xurui 00144484 | 2014-12-03 | [More](#) | [Get](#)
- OptiX BWS 1600G Configuration Manual V1.6(20130428)**
OptiX BWS 1600G Configuration Manual
Author: xurui 00144484 | 2013-05-10 | [More](#) | [Get](#)
- OptiX BWS 1600G Configuration Manual V1.5(20121029)**
OptiX BWS 1600G Configuration Manual
Author: xurui 00144484 | 2012-11-21 | [More](#) | [Get](#)
- OptiX BWS 1600G Configuration Manual V1.5(20120731)**
OptiX BWS 1600G Configuration Manual
Author: yulina 00135733 | 2012-08-17 | [More](#) | [Get](#)

Frequently Used Contents | Technology&Solution | Getting Started | What's New

Multimedia <ul style="list-style-type: none">> 9800> 8800> 1800	Poster 	Product Photo <ul style="list-style-type: none">> 9800> 8800> 1800
Datasheet <ul style="list-style-type: none">> 9800> 8800	Infographic <ul style="list-style-type: none">> 9800> 8800> 1800	Quick Reference Info. <ul style="list-style-type: none">> 9800> 8800> 1800
Product Overview <ul style="list-style-type: none">> 9800> 8800> 1800	Product Icon 	FAQ

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Results: Better Information Experience

Role + experience based information with multiple info elements

Selected Documents

- RTN 390 Product Documentation
- OSN 1800 V Deploying Your Network
- OSN 8800 Product Documentation
- OSN 9800 Operating and Maintaining Your Network

Most Viewed Doc	Technology	Getting Started	What's New
T-SDN	Coherent Transmission	MS-OTN	ASON
› Infographic	› Animation	› Infographic › Poster › Booklet › Getting Started	› Poster › User Guide
CPRI	AMAC	PLA/EPLA	Long Haul Microwave
› Animation	› Animation	› Introduction › Animation › Configuration	› Introduction › Hardware at A-Glance

>> **Tech Blogs**

Transport Bit

Transport Network Solutions Made Simple

Bookshelf

The document bookshelf stores all after-sales documents of Transmission Network products on the support website. All documents in the bookshelf are classified according to product series and versions.

Huawei Tech Support App

Google Play

App Store

Transmission

Technical E-journals

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1000+ videos 20+ Infographics
10 Tech posters (20,000+ hardcopy)

Infographic Library
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WDM/OTN | MSTP | Microwave

Transmission Network Infographic
Huawei T-SDN at a Glance

1 What is T-SDN?
T-SDN is the abbreviation of Transport-Software Defined Networking. It is one important component of the broad SDN network.

- In 2006, the Clean Slate Program at Stanford University introduced the concept of OpenFlow.
- In 2009, the concept of Software Defined Networking was initiated.
- In 2010, the first commercial SDN network was deployed in Google G-Scale WAN.

T-SDN at a Glance | Getting to Know T-SDN

4 toolized docs

HUAWEI

Transmission Technical Poster
Learn technology with joy and ease

Product and Solution
Maintenance

单板查查 一站式单板信息宝典

常用单板 | 单板查询

<p>100G单板</p> <p>40G单板</p> <p>10G单板</p> <p>分组业务单板</p> <p>Any业务单板</p> <p>带磁单板</p> <p>支持OTDR单板</p> <p>支持SOM单板</p>	<p>TH5854</p> <p>100G分组业务处理板</p> <p>100G ODUk(k=0,1,2,3,4,flex) --> 1x OTU4</p> <p>100G二代板</p>	<p>TH545C</p> <p>100Gbit/s支路业务处理板</p> <p>1 x 100GE/OTU4 --> 1 x OTU4</p>	<p>TH5454</p> <p>100G通用业务处理板</p> <p>100G ODUk(k=0,1,2,3,4,flex) --> 1x OTU4</p> <p>100G通用单板白光应用</p>	<p>TH515L</p> <p>10路10Gbit/s业务汇聚超长转换板</p> <p>10x10G业务 --> 1x OTU4</p> <p>100G二代板</p>
	<p>TH515C</p> <p>100Gbit/s超长转换板</p> <p>1 x 100GE/OTU4 --> 1 x OTU4</p> <p>100G二代板</p>			

Results: Positive Feedback from Customers

“Very useful. Thanks for sharing.”



“I always following your post and thanks for your effort to share new info”

“I am very happy. I will read to death. Words of thanks not enough for you 😊”

“Thank you very much for commendation. We had very positive feedback from customers for sharing this info and I am sure that it will raise more interest.”

“ ... ”



Results: Awards from Company

Product line president prize Nov, 2014

Company president prize Jan, 2015

First prize of 2014 TOPN Major Information Projects



Questions?

Thank you