

A network diagram with blue circular nodes connected by lines, serving as a background for the slide.

PD Asia Delivery Model Framework:

OVERVIEW OF CORE
COMPONENTS FOR EFFECTIVE
SERVICE DELIVERY



Agenda: PD Asia Delivery Model Highlights

- Overview of PD Asia Delivery Model
- Ticket Lifecycle and Service Request Workflow
- Incident Priority Classification
- Escalation Procedures and Resolution
- Fault Reporting and Required Information
- Communications and Escalation Matrix
- Engineer Onboarding, Warehousing, and Training
- ESG Alignment and Sustainable Practices



Overview of PD Asia Delivery Model



Global Call Center operations and client engagement channels

24x7 Continuous Operations

The call center operates around the clock, providing uninterrupted support every day of the year.

Multi-Channel Client Engagement

Clients can contact the call center via email, phone, and escalation tiers for comprehensive support.

Service Request Handling

The call center efficiently manages service requests and dispatches support for incident resolution.

Multilingual support and regional presence

Multilingual Support

PD Asia provides multilingual support tailored to meet diverse client needs across the APAC region.

Extensive Regional Presence

Operating in 20+ countries, PD Asia ensures localized and efficient service delivery throughout the APAC region.

Robust Infrastructure

Having over 600 professionals in the region, our support infrastructure enables seamless ticket lifecycle management and client engagement.





Ticket Lifecycle and Service Request Workflow

Incident reporting process and required client information

Incident Reporting Method

Incidents are reported initially via email to start the ticket lifecycle process efficiently and promptly.

Required Information for Rapid Dispatch

Site, equipment details, fault description, and action plan to enable accurate ticket processing comes from clients that manages their own hardware. In cases where our company is the client's expert Triage team (SME), action plans will come from our SME.

Ticket Logging and Resource Assignment

Tickets are logged by the call center and resources are assigned based on priority to ensure timely resolution.





Examples of Incident Priority Classification



Priority 1: Critical incidents and business impact

Critical Incident Definition

Priority 1 incidents severely impact business operations with no effective workarounds available.

Security and Confidentiality Risks

Critical incidents may involve major security issues compromising confidential information.

Examples of Priority 1 Issues

Includes issues with no workaround, affecting payments and financial cycle closings.

Downgrade Conditions

Priority 1 incidents can be downgraded if an accepted workaround like HA failover exists.



Priority 2: High significance and workaround scenarios

Definition of Priority 2 Issues

Priority 2 issues significantly affect business processes but have existing alternatives for bypassing the problem.

Service Usage Limitations

Clients can still use services but with limited availability, functionality, or performance due to Priority 2 issues.

Example of Priority 2 Issue

Problems related to journal posting exemplify Priority 2 issues requiring timely workaround and resolution.

Priority 3 & 4: Medium and low impact incidents

Medium Impact Incidents

Medium priority problems moderately affect specific operations but do not impact overall business objectives.

Examples of Medium Priority

Includes isolated cases with low time criticality where temporary workarounds maintain service availability.

Low Impact Incidents

Low priority problems have minimal or no effect on business functions, handled on a scheduled basis.

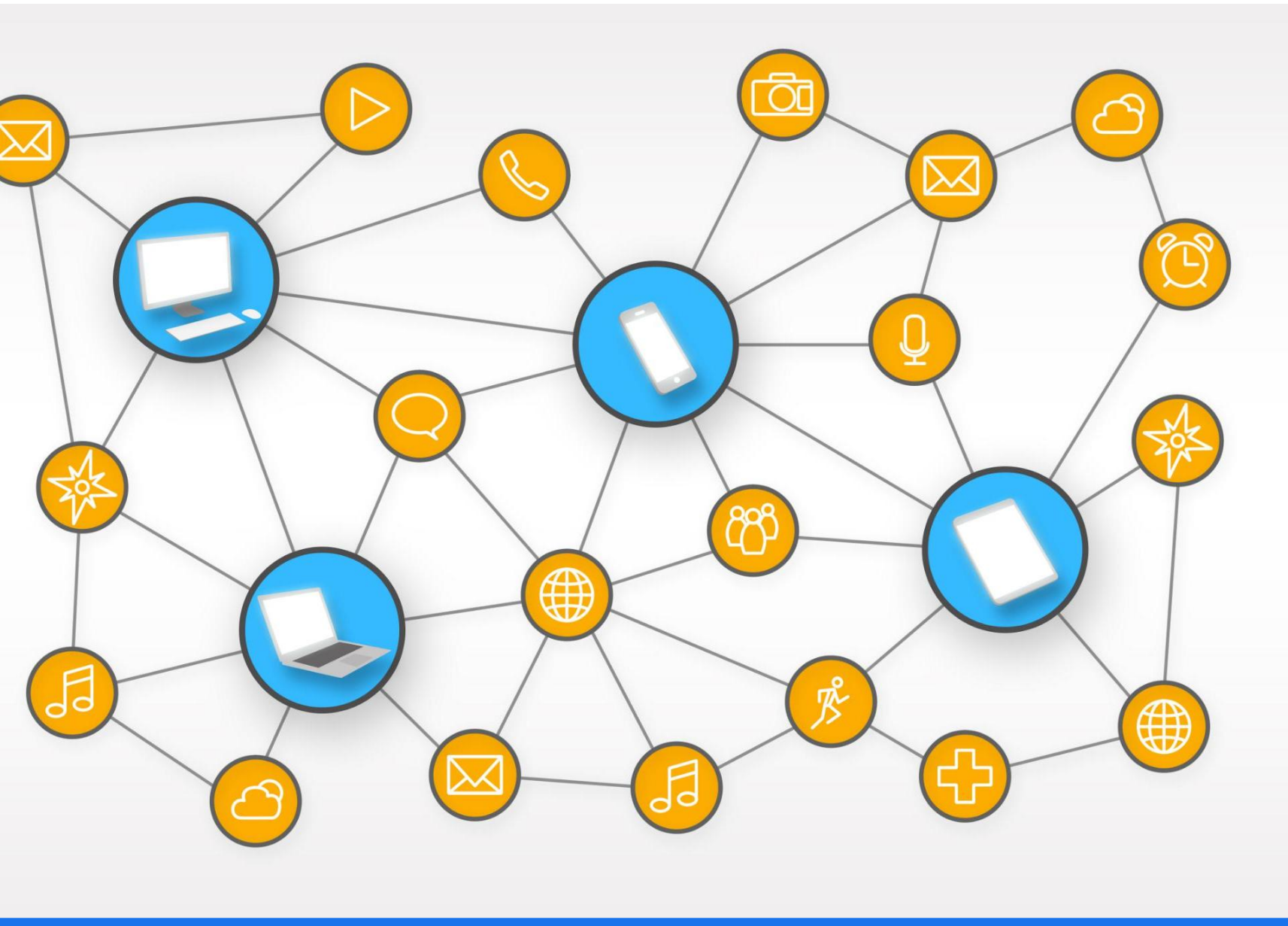
Examples of Low Priority

Includes non-critical failures and helpdesk queries that can be downgraded if workarounds are available promptly.



Escalation Procedures and Resolution





Escalation process if incidents are not processed within target periods

Incident Processing Targets

Timely processing of incidents is critical to maintain service quality and customer satisfaction.

Escalation Triggers

Customers can escalate incidents if they remain unresolved beyond established target periods.

Escalation Procedures Reference

Specific escalation steps are defined in supporting documentation to ensure clear customer guidance.

Incident resolution, closure, and Root Cause Analysis (RCA)



Incident Resolution Process

Incident state changes to 'Resolved' by PD Global Call Center (PD GCC) after the issue is fixed and verified internally.



Incident Closure Confirmation

Incident state changes to 'Closed' after customer confirmation following a sufficient waiting period.



Root Cause Analysis Trigger

If SLA is missed, service desk triggers RCA conducted by Service Delivery Lead and technical staff.

Fault Reporting and Required Information



Channels for fault reporting and mandatory details for labour-only services



Fault Reporting Channel

Fault reporting is supported exclusively via email to ensure clear communication and documentation.

Mandatory End-User Details

Service requests require complete end-user contact information to facilitate effective communication.

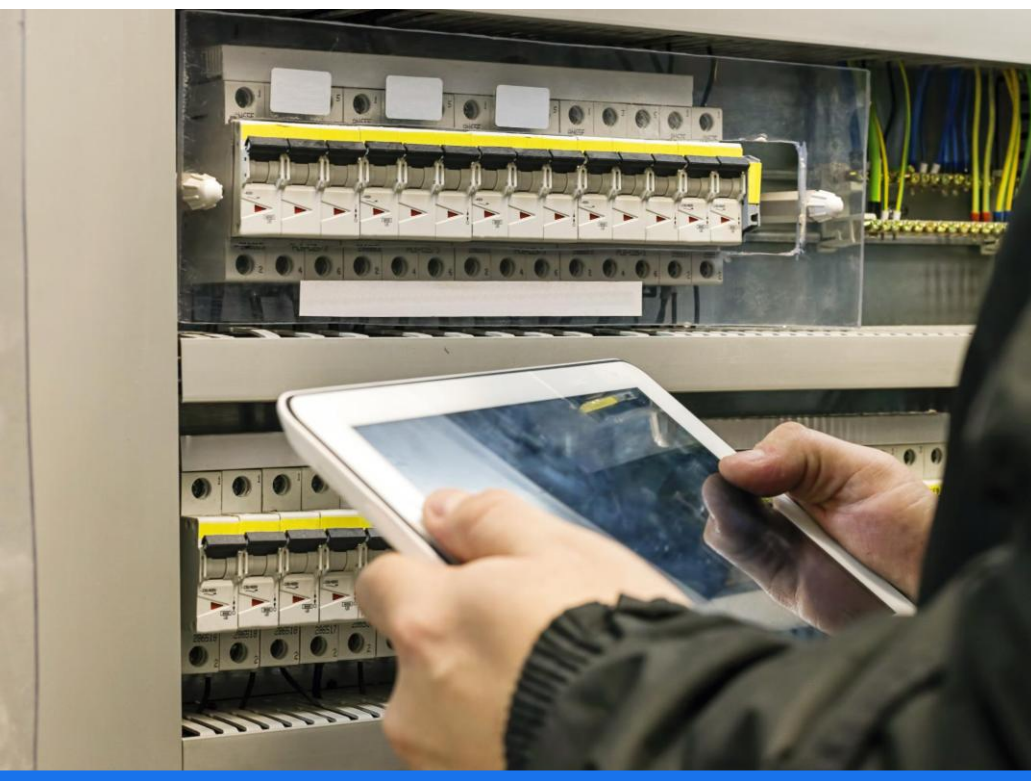
Site and Equipment Details

Accurate site location and detailed equipment information are essential for timely fault resolution.

Detailed Action Plan & Replacement Parts

A detailed action plan and replacement part logistics ensure smooth service execution and follow-up.

Required information for parts & labour services and ticket management



End-User Contact Details

Collect accurate end-user company name, contact person, and phone numbers for efficient communication.

Site and Schedule Information

Provide precise site address, postal code, and work window schedule for planned service delivery.

Equipment and Fault Details

Include OEM, model number, serial number, fault description, and detailed action plan to address the issue.

Replacement Parts and Ticket Management

Specify required replacement parts, faulty part handling, and use incident ticket numbers for tracking and support.

Communications and Escalation Matrix

Contact details for PD Call Center and escalation levels



PD Call Center Contact

The PD Call Center operates 24/7 with email and phone support available for all queries and ticket logging.

Non-Urgent Contact Details

Non-urgent or business hours contact is available via mailbox and phone for routine communications.

Escalation Levels

Escalation matrix defines clear contact points for Level 1 and Level 2 issues with designated personnel.

Level 2 Contact Information

Level 2 escalation is handled by the Call Center Lead with specified phone numbers and email for urgent issues.

Escalation matrix: Points of contact and responsibilities



Level 1 Support

Initial customer support is handled by the call center providing first-level assistance and issue logging.

Level 2 Leadership

Call Center Lead manages escalations beyond initial support, coordinating with technical teams as needed.

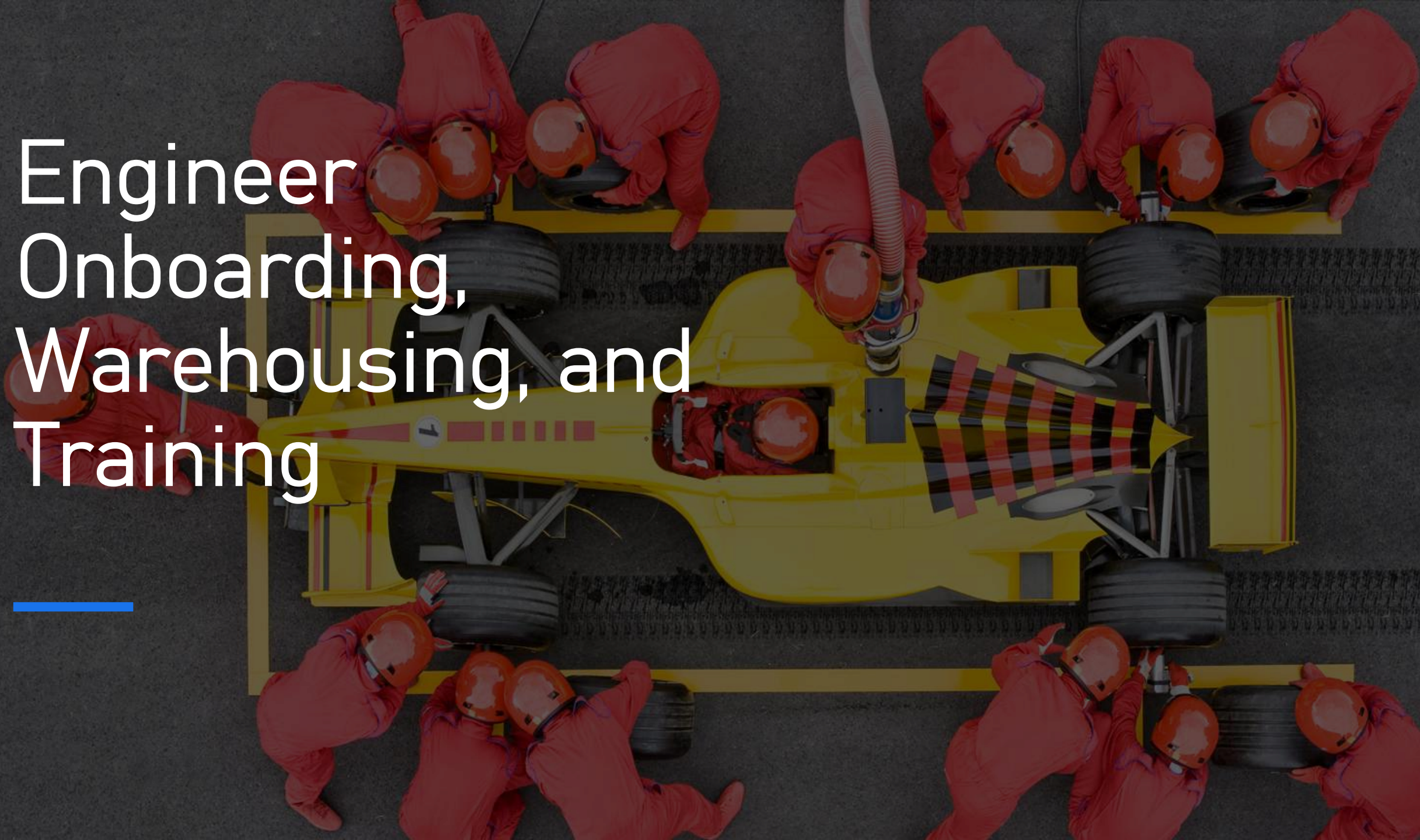
Technical Account Management

Technical Account Manager provides specialized technical assistance and resolves complex issues.

Relationship Management

Relationship Manager oversees client relationships and ensures satisfaction through personalized support.

Engineer Onboarding, Warehousing, and Training



QA-driven onboarding, compliance, and background checks

QA-driven Onboarding

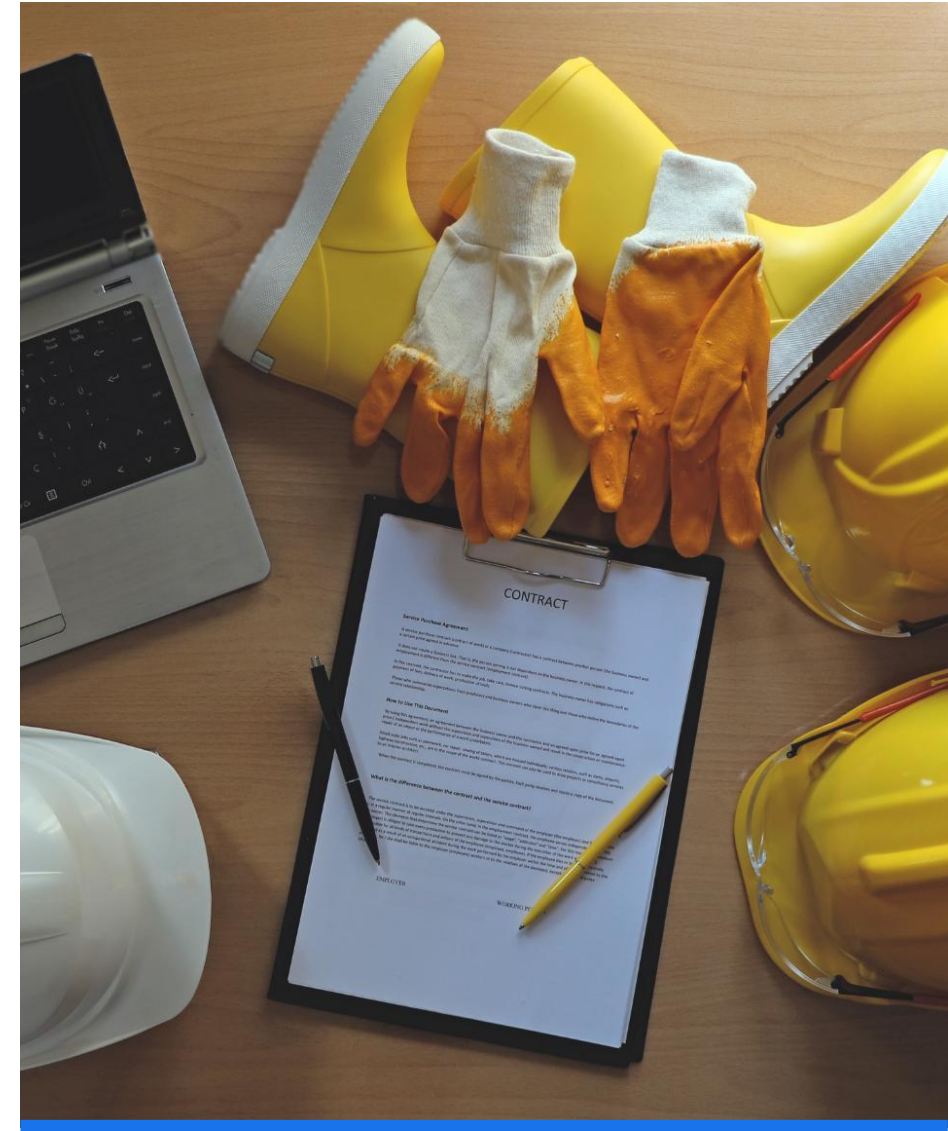
Engineers complete structured QA-driven onboarding with platform-specific training to ensure readiness.

OEM Certification

Certification across over 8 OEMs ensures engineers meet diverse technical standards and requirements.

Compliance and Background Checks

Background checks and compliance orientation are completed before deployment for sensitive client engagements.





Distributed inventory hubs and 3PL collaboration

Distributed Inventory Hubs

PD Asia operates multiple inventory hubs across the APAC region enabling efficient same-day dispatch and reverse logistics.

Micro-Warehousing Services

Clients can use PD Asia's micro-warehousing solutions to store inventory closer to end customers, reducing delivery times.

3PL Collaboration Options

Clients can collaborate with PD Asia or integrate their own 3PL and internal facilities for flexible warehousing solutions.

Continuous training, QA audits, and incident management reviews

Ongoing Training Programs

Engineers and call center agents undergo bi-annual refresher courses to maintain and update skills regularly.

Quality Assurance Audits

Regular QA audits help ensure service quality and identify areas for improvement systematically.

Scenario-Based Training

Scenario-based training prepares staff for real-world incidents, enhancing problem-solving skills effectively.

Incident Review Integration

Lessons from incident management reviews are incorporated into training updates to institutionalize improvements.



ESG Alignment and Sustainable Practices



Commitment to ESG, hardware lifecycle, and Green IT



Hardware Lifecycle Management

Efficient hardware lifecycle management supports sustainability by optimizing resource use and reducing waste.

E-Waste Reduction

Reducing e-waste through reverse logistics helps minimize environmental impact and promotes responsible disposal.

Green IT Practices

Promoting Green IT practices encourages energy efficiency and environmentally friendly technology use.

ESG Service Alignment

Offering services aligned with client ESG frameworks ensures responsible and sustainable business operations.

Conclusion

Robust Support

The framework ensures strong and reliable support to address client needs and maintain service quality consistently.

Efficient Workflows

Streamlined workflows improve operational efficiency, enabling faster and more accurate service delivery.

Clear Escalation Procedures

Defined escalation procedures promote quick resolution of issues and maintain client satisfaction.

Sustainable Practices

Incorporating sustainable practices ensures long-term service viability and positive client relationships.