

NETAPP WINS MULTIPLE GOLD AND BRONZE STEVIE® AWARDS IN 2023 STEVIE AWARDS FOR SALES & CUSTOMER SERVICE

Customer Experience (CX) and Digital Support Teams Recognized for Delivering a World-Class Experience to Customers and Partners

In recognition of NetApp's ongoing commitment to deliver a stellar digital customer and partner experience, the company has been presented with three awards - one Gold Stevie® Award in the Award for Innovation in Customer Service – Computer Industries category and two Bronze Stevie® Awards for Achievement in Customer Experience – Technology Industries category and Achievement in Customer Service Automation categories in the 17th annual [Stevie Awards for Sales & Customer Service](#).

The Stevie Awards for Sales & Customer Service are the world's top honors for customer service, contact center, business development and sales professionals. The Stevie Awards organizes eight of the world's leading business awards programs, also including the prestigious American Business Awards® and International Business Awards®.

Since its founding in 1992, NetApp has digitized and simplified the storage technology customer experience (CX) and “Putting the Customer at the Center” has been firmly established as one of the company's five core values and behaviors. The Stevie Awards are just the [latest industry accolades](#) that showcase how NetApp looks beyond NPS and CSAT scores to build a more holistic, unique 360-degree approach to customer and partner experience; allowing the company deliver balanced, data-driven decision making that helps differentiate its CX, digital support and customer service offerings from larger rivals and drives closer, more intimate relations with its customers and partners, and greater responsiveness and agility in adapting to changing market conditions.

Digital Support Award Highlights

The winning nominations from the NetApp Digital Support team reflect the team's continuing ambition to deliver a world-class user experience. The NetApp Digital Support team adds the two awards to its continual [industry recognition](#) with multiple year-in-a-row wins in the Stevie® Awards and Association of Support Professionals Top 10 Support Award winner in large company category.

The winning Gold Stevie® Award entry highlighted the API program. The API program empowers and enables support while a customer is engaged in the product instead of having to go to a separate digital experience such as the support site. Customers can access the digital support applications within the product directly including case creation, entitlements and downloads, and search functionality. Over a 3-month timeframe there was a 377% increase in engagement and adoption.

The winning Bronze Stevie® Award entry focused on a robust program to enable selfsupport and automation across system registration, install base data and profile updates. Users are now able to directly update this information online without being

required to open a manual support ticket. After deployment, 43% of customers rated the new features excellent. Year over year, automation increased from 9% to 34% with a 35% decrease in transactions with NetApp staff.

“The digital support team’s laser-focus on a shift-left strategy clearly shows results with these prestigious award wins, including our first Gold Stevie® Award for our API program. I am incredibly proud of the team for their continued drive and successful enablement of positive digital support customer experiences,” said Ryan Mathews, Senior Director, Digital Support Strategy at NetApp.

Customer Experience Award Highlights

NetApp’s Customer Experience team also distinguished themselves on the awards front, taking home its first Bronze Stevie® Award for Achievement in Customer Experience in the Technologies Industry category.

NetApp’s award-winning CX-focused entry highlighted the company’s unique 360degree approach to customer experience, which casts a much broader data net and delivers more accurate CX insights than its competitors; enabling NetApp to convert feedback into action quickly and achieve a current customer journey satisfaction rate of 84% with an overall "simplicity" score of 88%. Scores have continuously improved over the past few years and current satisfaction targets are 90%. NetApp also currently hovers close to Walker’s IT B2B Loyalty Quadrant Benchmark of 60%; [with its truly loyal customers forming the backbone of future NetApp business.](#)

“The company's dedication to actively listen to customers and respond to their rapidly evolving needs through the use of hybrid cloud technology is a noteworthy achievement that should be recognized,” according to feedback submitted by one of the Stevie Award judges in response to NetApp’s entry.

“On behalf of NetApp, and the team of CX professionals who are responsible for driving CX improvements across the company, I’m proud to accept the CX team’s first Bronze Stevie® Award for our singular achievements in customer experience. It is a testament to our unwavering dedication to understanding and exceeding the needs and expectations of our customers and partners,” said Erica Moulton, Sr. Director of Customer Experience Enablement at NetApp. "We look forward to raising the bar for next year as we continue to strive for excellence, hold the business accountable for improvements and create exceptional experiences that leave a lasting impression for our customers, partners and employees."

“The nominations we received for the 2023 competition illustrate that business development, customer service, and sales professionals worldwide, in all sorts of organizations, have continued to innovate, thrive, and meet customer expectations,” said Stevie Awards president Maggie Miller. “The judges have recognized and rewarded their achievements, and we join them in applauding this year's winners for their continued success.”

The Stevie Award winners were announced during a gala event attended by more than 400 professionals from around the world at Caesars Palace in Las Vegas, Nevada on Friday, March 3.

More than 2,300 nominations from organizations of all sizes and in virtually every industry, in 49 nations and territories, were considered in this year's competition. Winners were determined by the average scores of more than 170 professionals worldwide on seven specialized judging committees. Entries were considered in more than 90 categories for customer service and contact center achievements, including Contact Center of the Year, Award for Innovation in Customer Service, and Customer Service Department of the Year; more than 60 categories for sales and business development achievements, ranging from Senior Sales Executive of the Year to Sales Training or Business Development Executive of the Year to Sales Department of the Year; and categories to recognize new products and services, solution providers, and organizations' and individuals' response to the COVID-19 pandemic.

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at www.StevieAwards.com/Sales. Nominations for the 2024 competition will be accepted starting this July.

About The Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.