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Global Customer Support North American Edition
Customer Handbook version 2010

*"A Global Team of Support Professionals
Providing World Class Technical Support"*

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Welcome

Welcome to DoubleClick Global Customer Technical Services!

This document provides guidelines for getting help for DoubleClick technical questions and issues.

We strive to provide our customers with a world class support experience that enables your success. We have created this handbook to give you an overview of the services we offer and to explain the details related to your interactions with Support.

In addition to the information described here, I want to share with you our philosophy and beliefs related to customer care:

- We will be easy to communicate with and we will offer you multiple channels to contact us
- We will frequently communicate with you, and we will aim to pro actively provide you with status, thus eliminating the need to ask for updates
- We will not close your case without making efforts to ensure that we have met your expectations
- We believe in "warm transfers." Should you bring an issue to a DoubleClick team member, and that person is not the correct contact, we will put you in touch with the appropriate person, and not relinquish accountability of your issue until this is done
- We will listen to and react to your feedback; we will take each comment that you share as an opportunity to continually improve our services.
- You will be treated with respect by courteous, highly-skilled Support Professionals

Thank you for taking the time to review this document, and for your continued business. If there is anything that I can do to assist you, do not hesitate to contact me.

Sincerely,

Ben Saitz

Director, Advertiser Media & Platforms
Phone: (650)253-6565
Email: bsaitz@google.com

Resources for Help

Here at DoubleClick we know that your time is very valuable. Therefore we have created a wealth of resources at your finger tips, such as trainings and help centers, that you can access for help.

Each of these resources provide thorough and detailed guidance and information on DoubleClick products and features. Moreover, they are immediately accessible throughout all times of the day.

These tools and materials are one of your primary interfaces for answers to technical questions related to the DoubleClick products that you use.

Training

Keeping with our philosophy of enabling our customer's success, DoubleClick views the education of our customers as a key component to our world class service experience. We offer training through the following channels:

- Online Training
- Webinars
- Classroom/Live Training

For more information, log into the DoubleClick Learn Center at <http://learn.DoubleClick.com> with your Google Account.

Accessing Training Resources

The DoubleClick Learn Center is a one-stop source for DoubleClick product training. Online training for all products can be accessed from this location.

Accessing online training:

1. Log into the DoubleClick Learn Center at <http://learn.DoubleClick.com> with your Google Account.
2. To access online training, click the 'Product Training' link and choose a product from the list of tabs that are displayed. Click Online Training to access all modules.

Register for a webinar:

1. Log into the DoubleClick Learn Center at <http://learn.DoubleClick.com> with your Google Account.
2. To access online training, click the 'Product Training' link and choose a product from the list of tabs that are displayed. Click Webinar Training to view all upcoming sessions by date, time and topic.
3. Click the Register link to sign up.

Scroll to the bottom of the page to view recordings of past webinars.

Register for live training:

1. Log into the DoubleClick Learn Center at <http://learn.DoubleClick.com> with your Google Account.

2. To access online training, click the Product Training' link and choose a product from the list of tabs that are displayed. Click Classroom Training to view all upcoming sessions by date, location and topic.
3. Click the title of the class to register.

Note: If you have any issues signing in to the Learn Center with your Google Account, please email learn@support.DoubleClick.net with your name, your company name, your user name or email address, a description of the problem, and a screen shot, if appropriate.

Using the DoubleClick Help Centers

The DoubleClick Help Centers contain articles that are designed to answer virtually all product and troubleshooting questions. Articles in the DoubleClick Help Centers contain thorough and updated information on DoubleClick advertiser products. These articles include details about how certain features work, recommendations on solutions to common problems and questions, and information on troubleshooting.

Before you log a Support case, consider searching through the DoubleClick Help Centers to see if there is an article that addresses your question.

To access the DoubleClick Help Centers:

1. Go to the desired DoubleClick Help Center using one of the web addresses shown below.
2. Click on a desired topic area or use the search feature to find the desired topic.

Note: All articles in the Help Center are organized into major topic areas. If you do not find an answer in your search results, you may want to try looking through the topic areas.

Help Center:	Help Center Web Address:
DFA, Remarketing, Mediavisor Help Center	http://www.google.com/support/dfa/
Rich Media Help Center	http://www.google.com/support/richmedia/
DoubleClick Account Help Center (login issues, etc.)	http://my.DoubleClick.com/support/dartsignin/
DoubleClick for Advertisers Partner Help Center*	http://www.google.com/support/dfa/partner/
DoubleClick DART Enterprise Help Center	http://www.google.com/support/dartenterprise/
DoubleClick for Publishers	http://www.google.com/support/dfp/
DoubleClick Search	http://www.google.com/support/dartsearch/
DoubleClick Network Builder	http://www.google.com/support/networkbuilder/

*The DoubleClick for Advertisers Partner Help Center provides support for those who aren't DoubleClick customers, but who work with DoubleClick products indirectly: advertisers and publishers who implement DoubleClick tags, API users, manage RFPs, and so on. Anyone can access this site. No username or password is required

About Global Customer Support Coverage

The Global Customer Support team is one of your interfaces for answers to technical questions related to the DoubleClick products that you use.

Hours of Business

North American Customer Support's business hours:
Technical Support is available from 9:00am to 9:00pm Monday through Friday (EST).

After-hours coverage

After-hours coverage is provided to customers for Priority One (P1) cases. We leverage "follow the sun" case and call routing by utilizing our Asia-Pacific and European Support centers, which pick up cases as the North American Support centers close. This allows us to deliver round the clock Support services by using our other global Support centers during their regular business hours. This routing ensures that your cases are handled as expeditiously as possible.

Weekend Support and System Maintenance

Weekend Support is provided for all P1; which are critical issues. Weekend coverage begins at 9:00pm (EST) on Friday, and ends at 9:00pm (EST) on Sunday evening.

****NOTE**** DoubleClick ad serving is never subject to a maintenance window, which means that ad serving is never interrupted for maintenance. The DoubleClick ad management applications, however, do require maintenance downtimes. The DoubleClick User interface is unavailable on Saturday from 10:00am EST to 6:00pm (EST).

Holiday coverage

DoubleClick Global Support leverages staff in our international offices to provide coverage during North American holidays. To help you understand what impact there may be to service levels during holidays, we provide the holiday calendar in the appendix of this handbook.

Global Support Centers

The DoubleClick Global Customer Support team provides technical Support services to DoubleClick customers around the globe:

North America

- Chicago, IL
- San Francisco, CA
- New York City, NY

Asia Pacific

- Sydney, Australia

Europe

- Dublin, Ireland
- Düsseldorf, Germany
- London, UK

Contacting Support

To best serve our customer's needs, a variety of methods are available to contact DoubleClick's Support Professionals.

DoubleClick's Customer Relationship Management (CRM) system facilitates the process of tracking and resolving customer inquiries. Every service request is logged into the system and is accessible to all Global Customer Support representatives. In addition, DoubleClick Support leverages an Automated Call Distribution (ACD) system that facilitates the routing of phone calls within the Global Customer Support organization, which allows customers direct access to Support personnel.

Customer Support Communication Channels

Telephone support

Global Customer Support is available by telephone to provide technical support to customers.

E-mail support

Technical support can be accessed by electronic mail. DoubleClick uses CRM technology to automatically create service request tickets from e-mails. To set the Priority of your case submission, simply include P1, P2, P3, P4, or P5 at the beginning of your e-mail's subject line in addition to the information you would normally provide. Definition of the priorities is as follows:

Priority	Subject Line Trigger	Severity of Issue	Guidelines for Use	Estimated Response Time
P1	"P1" or "System Down"	Critical Priority	Used when the System is Down	2 Hours
P2	"P2" or "Urgent"	High Priority	Major functions down, reporting unavailable	4 Hours
P3	"P3"	Medium Priority	Minor Functions down, Lost or Forgotten Password	1 Business Day
P4	"P4"	Low Priority	Minor Problem or General Question	1 Business Day
P5	"P5"	Enhancement Request	Product Enhancement or Feature Requests	2 Business Days

Contact Information

The following table provides contact information for North America.

Product	Phone	Email and Web	After Hours
DoubleClick for Advertisers® (DFA)	877-376-3278	dfa-support@google.com	Include Priority P1/System Down in subject line of email.
DoubleClick for Publishers® (DFP)	877-376-3278	dfp@support.doubleclick.net	Include Priority P1/System Down in subject line of email.
AdPlanner®/MediaVisor®	877-376-3278	dfa-support@google.com	Include Priority P1/System Down in subject line of email.
DART Sales Manager®	877-376-3278	salesmanager@support.doubleclick.net	Include Priority P1/System Down in subject line of email.
DoubleClick Network Builder®	877-376-3278	dnb@support.doubleclick.net	Include Priority P1/System Down in subject line of email.
Site Directory®	Not Available	sd-support@google.com	Not Available
DART Enterprise®	Not Available	http://support.doubleclick.net	After hours coverage is provided to Gold and Platinum clients only.
DoubleClick Search®	877-376- 3278	ds-support@google.com	Include Priority P1/System Down in subject line of email.
DoubleClick Rich Media®	Contact your Campaign Manager directly		

Responding to Your Case

Response Targets

The priority level of a new case determines the initial response time that we target. Your case is considered assigned when a DoubleClick Support Professional is associated to the case. When this happens, an email notification is sent to the customer indicating the assigned point-of-contact.

Note that target response times may be reduced slightly, depending on product, and your company's specific Support contract.

The following table provides a description of each priority level and our target response time.*

Priority Level	Description	Target Response Time
P1/Critical	System down; including the user interface or API	2 hours
P2/High	Major functions affected or not working; this includes data or content corruption relating to campaigns that have already been sent. Unable to setup campaign and associate data or content. Reports not available.	4 hours
P3/Medium	Minor features of functions affected; lost or forgotten password.	1 business day
P4/Low	Minor problem or general questions, such as how to read reports, how to access specific information.	1 business day
P5/Enhancement	Request for a new feature to an existing product.	2 business days

****For DART Enterprise, priority levels and target response times differ¹***

Case Resolution and Updates

Our best efforts will be made to resolve your case as quickly as possible. However, because we do not always know the scope of your issue, we cannot guarantee resolution within specific timeframes.

To best set your expectations and deliver a positive service experience, the second column in the table below show our target times to resolve a case, based on the type of product that you use and the priority level of the case. Keeping with our philosophy of communicating frequently with our customers, DoubleClick Support analysts work with you to determine the appropriate frequency of updates to your case, for each specific issue. The last column in this table shows our targets for providing you with updates to your case.*

Priority	Target Resolution	Update Frequency
P1/Critical	Priority reduced to P2 within 12 hours	Hourly
P2/High	1 business day	Every 4 hours
P3/Medium	4 business days	1 business day
P4/Low	5 business days	2 business days
P5/Enhancement	No target time	3 business days/or as needed

****For DART Enterprise, priority levels and resolution times differ¹***

Case Closure

¹ For details, please visit: http://www.google.com/support/dartenterprise7/bin/answer.py?answer=163890&hl=en#_ftn4

DoubleClick views the point in which a Support Professional is ready to close a case as pivotal in the handling of your issue. We have a specific procedure for closing cases, which ensures that you, our customer, are involved in this decision.

Cases Requiring Escalation to Engineering

If in working through an issue, it is determined that the issue is related to a product deficiency or represents a product enhancement request, the assigned Support Professional will escalate the case to engineering.

The relationship between the Support team and the engineering team is of utmost importance to DoubleClick. These two groups maintain constant contact through a functional team whose responsibility is to ensure seamless communication of status and prioritization of issues escalated to the engineering team.² This team ensures that issues that require investigation by the engineering team are handled swiftly, prioritized appropriately, and communicated back to the assigned Support Professional, and subsequently to you.

Regular meetings are held between the Support team and the engineering team to enable a two-way flow of information. The Support team provides feedback to the engineering team concerning customer sentiment related to DoubleClick products, and engineering team provides the Support team with knowledge and training on upcoming product changes. By maintaining this open dialogue, you can rest assured that the Support Professionals you work with are aware of the latest product developments, and that your feedback makes its way into the product.

Focusing on Quality

Event-Based Surveys

DoubleClick Support Professionals pride themselves on the quality of service they provide. To promote this and to provide an avenue for continuous feedback from customers, DoubleClick uses an Event-Based Survey (EBS) mechanism to regularly solicit feedback from users of Support services. Please add the address "doub0301a@ccsurvey.com" to your email white list so that you can receive invitations to participate in these surveys.

Participation in the Event-Based Survey calls for the completion of a questionnaire that includes a series of questions about a specific service experience. It is designed to take approximately five minutes to complete. While we recognize that you are busy, we ask that you take the time to fill out these surveys, as they provide valuable feedback that allows us to continue to modify services to better meet your needs.

Periodic Surveys

Once a year, DoubleClick surveys customers regarding their experiences working with DoubleClick. This survey is more comprehensive than our Event-Based Survey, and is aimed at gathering feedback from customers on their overall perceptions. This survey asks questions regarding our customers' experiences with Support personnel, Account Management, as well as their experiences with specific products.

Appendix

² For DART Enterprise, there is no functional team. DART Enterprise works directly with the engineering team

Holiday Calendar

To help you understand what impact there may be to service levels during holidays, we provide the following holiday calendar*

Holiday	ASP Product Holiday Coverage
New Year's Day	On-call pager Support for P1 issues only.
Martin Luther King Day	On-call pager Support for P1 issues only.
Presidents' Day	On-call pager Support for P1 issues only.
Memorial Day	On-call pager Support for P1 issues only.
Independence Day	On-call pager Support for P1 issues only.
Labor Day	On-call pager Support for P1 issues only.
Thanksgiving	On-call pager Support for P1 issues only.
Christmas	On-call pager Support for P1 issues only.
New Years	On-call pager Support for P1 issues only.

**For DART Enterprise, DoubleClick offers on-call pager support for Gold and Platinum partners.*