

Rackspace® is different to many other hosting providers in that we are a service orientated company. It is our goal to be the best service company your business has ever interacted with. Being completely committed to customer service, we have created our own unique philosophy, Fanatical Support.

Fanatical Support has won much Industry recognition, including being voted the UK's best service company in the Unisys/Management Today Service Excellence Awards 2005 and being voted Microsoft Hosting Partner of the Year in 2003, 2005 and 2007.

The Rackspace core values reflect the importance of customer service in the Rackspace culture:

- ☑ **Fanatical Support** in all we do – create customer experiences that generate recommendations
- ☑ **Results First**, substance over flash
- ☑ Embrace **Change** for excellence
- ☑ **Passion** for our work
- ☑ Keep our **Promises** – bad news first, full disclosure, no surprises
- ☑ Treat Fellow Rackers like friends and **Family**

No answer-phones, no voicemails, no forwarding, no press 1 to be taken seriously or press 2 to go to the completely wrong department! Just REAL people answering the phone!

99.4% of all support calls in the UK are answered within 5 seconds

For customers, Fanatical Support means that Rackspace employees are available 24/7/365 to meet and exceed our customer's expectations. Every customer gets fast responses to critical issues, unlimited technical phone support, access to our huge online knowledgebase, guaranteed 100% network and infrastructure uptime and many other business-critical support features.

"100% network uptime, 1 hour hardware replacement and a passion for hosting that borders on the fanatical. Little wonder that they brand their Support as 'Fanatical Support'. Our passion for films is matched by Rackspace's commitment and dedication to hosting."

Roland Jones, IT Director, VUE Entertainment

How Fanatical Support Works

Fanatical Support is structured around 3 different areas - People, Systems and Processes – to ensure a Fanatical experience for our customers.

People – The Secret of our Success

While we believe that great service ultimately relies on great people, we also know that we need more than people with just great technical skills. They also need to have a strong desire to solve problems for customers – it is this desire that drives Fanatical Support.

We therefore only hire those that demonstrate a strong passion and dedication for helping people. We choose people who embody courtesy, patience, friendliness and empathy along with the desire to always act in the customer's best interest.

We believe the people we have at Rackspace are among the best in the world at what they do. In order both to reward them and to keep them at the top of their profession, we invest heavily in training and development by providing in-house certification classes, third-party technology classes and customer care training.

There is also a strong sense of teamwork at Rackspace. As a company, we know we provide a service that is the envy of the managed hosting world; as individuals, we are all proud to be a part of it.

Systems – Creating a Superior Customer Experience

One of the real advantages Rackspace has over ISPs and technology conglomerates is that our systems are built for one specific task: managed hosting. This focus gives our systems huge flexibility and our specialisation enables us to offer a better service.

Not only do our systems provide the automation that helps us deploy complex hosting environments in a matter of hours, but once your hosting environment is in production, we're able to monitor, identify problems, test potential solutions and roll back changes, all from within one system. This creates efficiency, which translates into faster service delivery and a dramatic reduction in the chance for human error. Below are just a few samples of how we've engineered specific systems to create a truly superior customer experience:

Systems that help ensure Fanatical Support	Benefit
Service Level Management	Allows for custom SLAs and properly tracks performance to an SLA.
Provisioning System	Provision secure, up-to-date, hardened servers and devices in a matter of minutes.
Security Patching System	Automatically apply security patches to necessary systems; log changes and roll back if necessary; track history of security updates.
Incident Management System	Quickly route incident to the engineer that can solve the issue.
Network Management Systems	Quickly make rule changes to customer network devices; roll back changes if necessary; make changes to global network infrastructure seamlessly to route around Internet congestion.
Customer Extranet - MyRackspace	Provide customers deep insight into their hosting operations; communicate status of open incidents in real time; initiate changes to your hosting environment 24x7x365.

Processes – Streamlined for Success

At Rackspace, we constantly ask ourselves why we do something a particular way and whether it makes sense for the customer. We look for processes that could be made simpler or easier for our customers and when we find one, we make changes. Every employee is expected to identify processes that could be improved and is empowered to make the improvements. When an employee champions an enhancement to the customer experience we recognise it and reward him or her with our most coveted internal accolade: the Fanatical Support Award.

Some of the best ideas for improvement come from our customers. We encourage feedback from our customers and make a habit of soliciting it in an organised fashion every month. Some of the processes that have been streamlined based on customer feedback are as follows:

Streamlined Process	Benefit
Implementation Process	All aspects of a customer implementation process are project managed by a Rackspace engineer.
Customised Customer "Runbook"	We develop a custom "runbook" for each customer; custom escalation rules, backup rules and change management rules (among others) can be set for a single customer.
Single Point of Contact	Application hosting customers are appointed a single point of contact (SPOC) for any and all interaction with Rackspace.

"In most cases, technical issues are resolved before we are even aware – a real demonstration of Fanatical Support"

LTC Frank Tipton, ArmyNET

Unisys/Management Today Service Excellence Awards

The Service Excellence Awards, sponsored by Unisys and Management Today are recognised as the major customer service awards in the UK. Rackspace has had a consistent performance in the awards since entering 3 years ago, winning the Learning Organisation Award in 2003, the Small Business Award in 2004. In 2005 we not only won our category (Business to Business) but the Overall Award winning against Direct Response, Virgin Mobile, Prudential UK and The One Account. These awards recognise our dedication to our vision Fanatical Support and show that year on year we consistently deliver outstanding customer service and employee relations.



"Nothing has gone wrong with any of our sites – in fact Rackspace seems able to foresee any issues before they happen and contact us with a solution prior to a problem manifesting itself! The hosting runs like clockwork and having one thing less to worry about is a real benefit for me. I would not hesitate to recommend Rackspace to any company that is looking for very reliable managed hosting with flexible contracts and Fanatical Support."

Ian Collins, UK Operations Manager, Renault

Customer Service Network



Rackspace is a member of the Customer Service Network (CSN).

CSN helps organisations improve business performance through networking, education and research. By being a member, Rackspace benefit from the guidance and support that the key principles at CSN offer, access to a library of excellent research and an understanding of the best practices and experiences on customer service issues from strategic development to operational effectiveness. Our membership shows our commitment to customer service excellence.

85% of our resources go directly into providing Fanatical Support[®]