

CUSTOMER SERVICE JOURNEY

After Sales Support

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Context

Identifying and mapping key customer interaction points in the After Sales Service Journey

The After – Sales market has become crucial in the past decades for manufacturers as it provides them



CONSISTENT REVENUE



STRONGER CUSTOMER RELATIONSHIPS



BETTER PROFITABILITY

The last 6 months of Covid have impaired the serviceability quotient for the manufacturers. They have gone beyond their comfort zone and used various options to deliver optimal service to their client. This report highlights



What the various interaction points in a customer service journey are



What the Covid impact and actions taken to manage customer service have been



What are the evolving trends to look out for

THE KEY INTERACTION POINTS COVERED IN THE REPORT ARE



Customer Service Journey

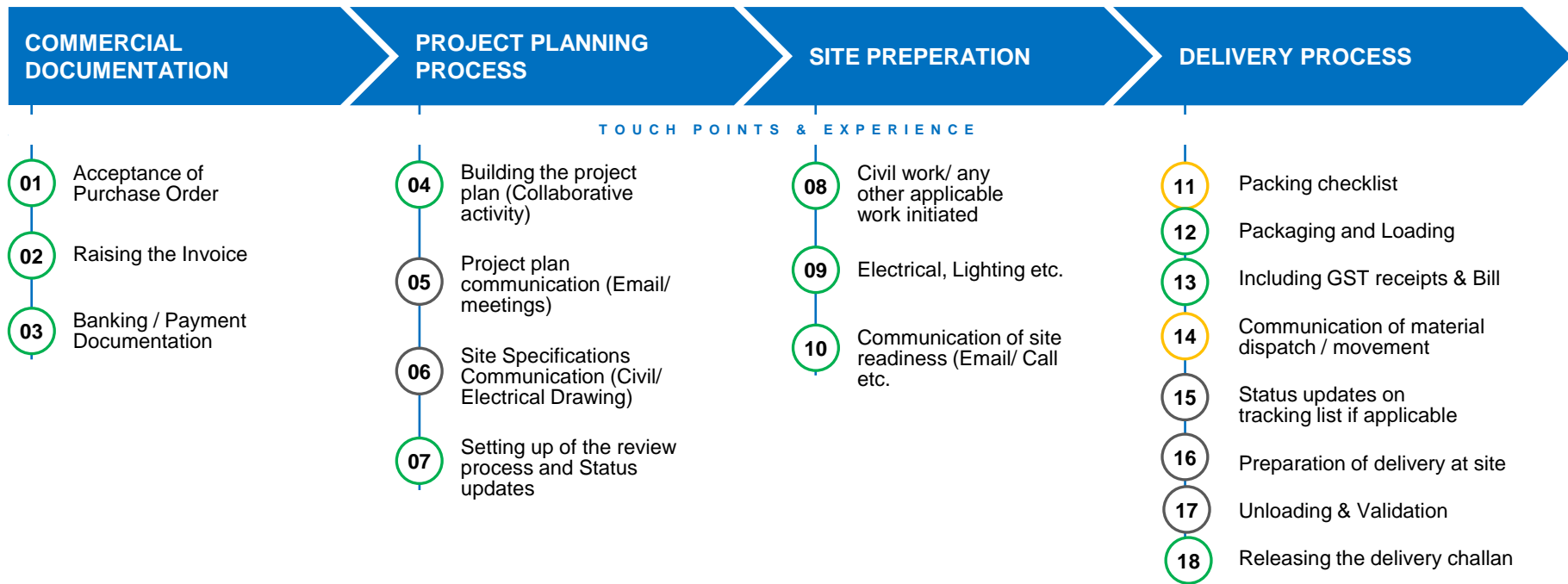
Pre Installation

THE KEY INTERACTION POINTS COVERED IN THE REPORT ARE

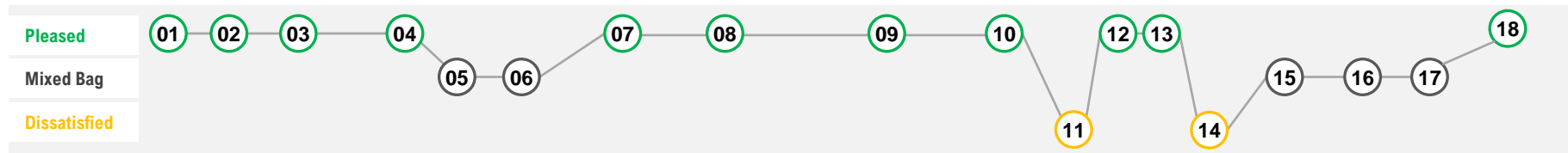


- Commercial Documentation**
- Project Planning Process**
- Site Preparation**
- Delivery Process**

INTERACTION POINTS



OVERALL EXPERIENCE



The customer collaborates and becomes responsible in ensuring pre installation readiness

INTERACTION POINTS



- Paperless mode adopted.
- Includes digitally signed POs, Invoices shared electronically and accepted

- Collaborative.
- Connected with the customer on call and email for pre set up planning communication and status.

- Site preparation handled by the customer.
- Virtual support over calls and email

- No process change.
- Regular status updates and communication with customer via call/electronic media

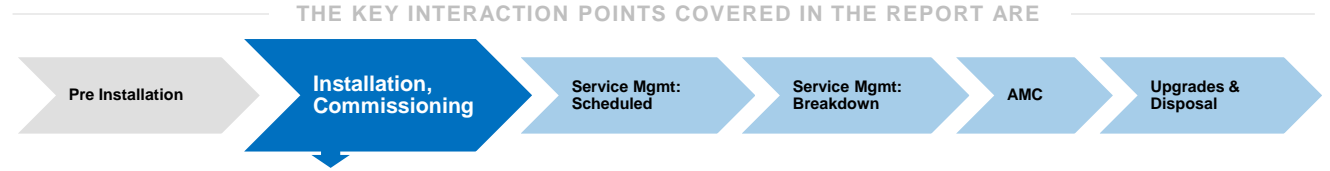
TRENDS OF THE FUTURE

- Movement to Product + Bundled services offerings.
- High end industries look for longer association with customers introducing machine uptime based payment models.

- Remote support.
- Site readiness by customer such that the engineer spends least time on site

- Technology made robust to ensure better planning and transparency with the customer

Installation, Commissioning



- Installation
- Commissioning
- Handover

INTERACTION POINTS



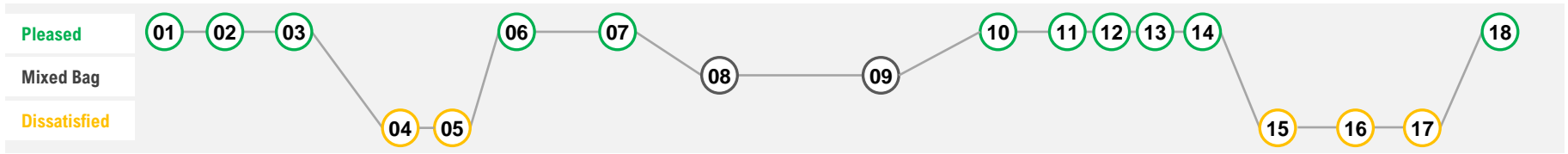
TOUCH POINTS & EXPERIENCE

- 01 Communication to initiate Installation
- 02 Referring to Manual / guide during preparation and installation
- 03 Having tools/ special aids for installation
- 04 Project management activity
- 05 Subcontractor management
- 06 Installation & Validation
- 07 Readied for inspection

- 08 Preparation for commissioning and testing
- 09 Trial runs and scaling
- 10 Summary reports

- 11 Successful Commissioning
- 12 Documentation (Including Warranty / Visits)
- 13 Handover of Manual (Product & Operation Details)
- 14 Handover of Manual - Service Escalation Matrix including Toll free number/engineer number etc.
- 15 Query handling
- 16 Training to end users/ core team if applicable
- 17 Taking feedback/ Survey
- 18 Reconciliation of payments / invoices

OVERALL EXPERIENCE



Installation becomes remote and skills transfer to the customer gains importance



- Customer take joint to complete responsibility of completion of installation.
- The OEM Engineer's time on site reduces by 30 to 50%.
- Basic installation support is completed by the customer's engineers.
- This is enabled through virtual support and knowledge tools provided by the manufacturer's service team.

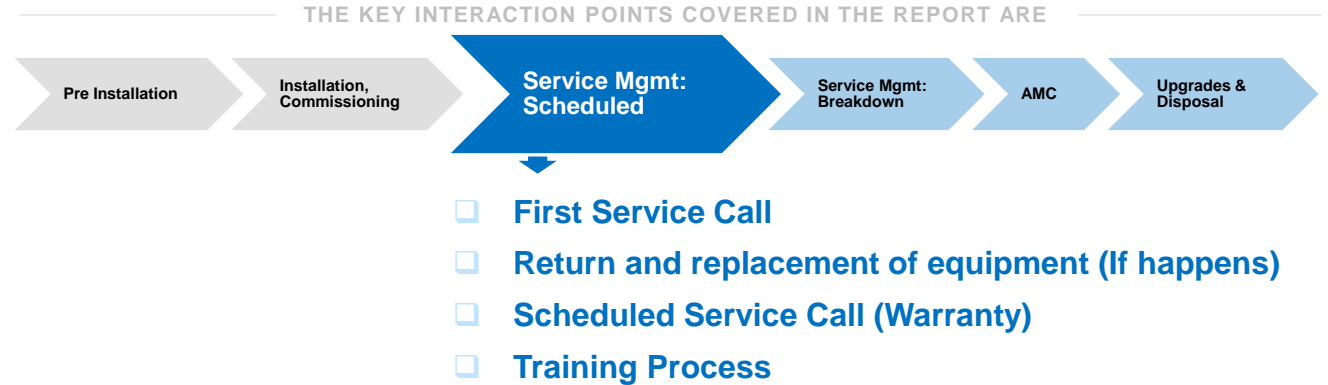
- Remote handover and inspection.
- Customer validates complete process.
- Training done remotely through webinars etc.
- Digital compendium of knowledge becomes critical for access

TRENDS OF THE FUTURE

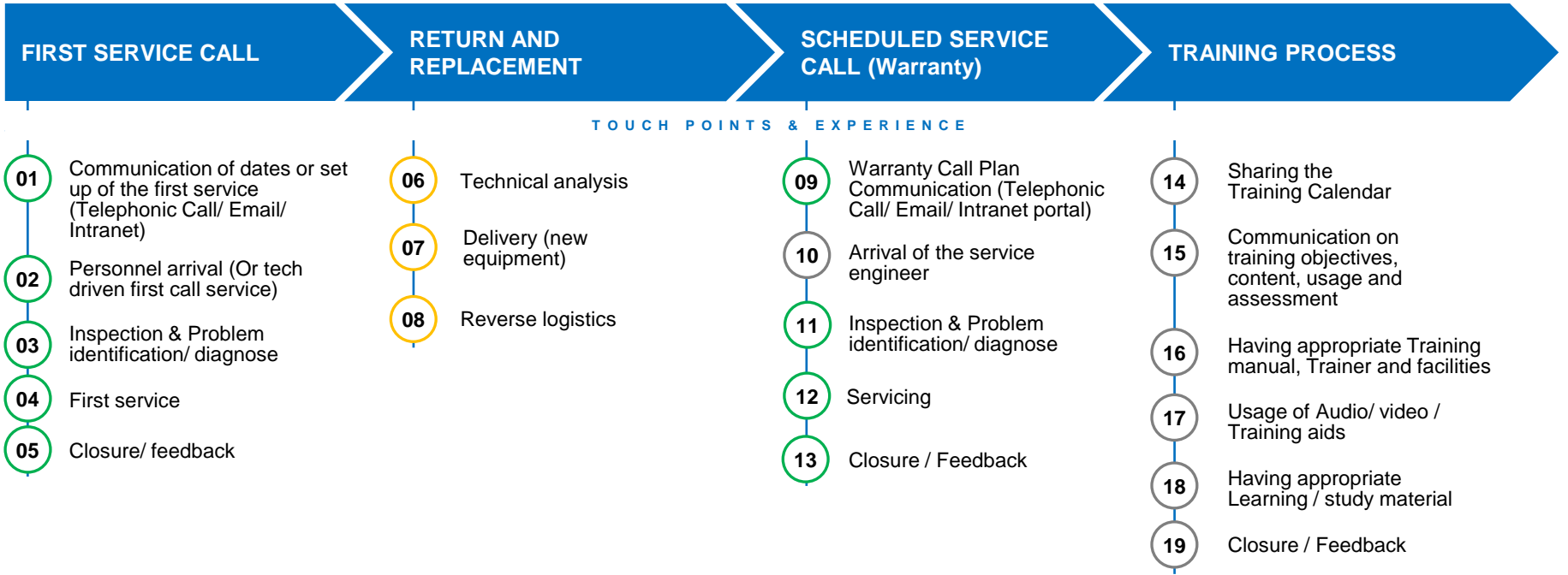
- High Technology impacted change
- Remote installation is the future.
- Introduction of integrated, connected machines; usage of Team viewer and virtual calls to ensure successful remote installation.
- Supported by digital knowledge (know how and tips) tools

- Hand over is virtual through remote inspection and sign offs.
- Trainings use digital tools and knowledge compendium.
- Integrated machines help handholding as necessary.

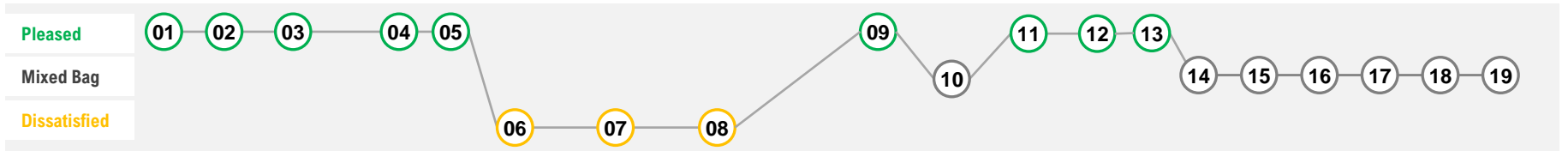
Service Management Scheduled Calls



INTERACTION POINTS



OVERALL EXPERIENCE



Real time machine data and focus on 'Preventive Maintenance' gaining ground

INTERACTION POINTS



- Remote diagnosis happens through connected data of the machine.
- Scheduling tech expertise through robust back end systems.
- Transparency and collaboration through digital tools

- Optimal scheduling based technology for the right skills and time.
- Inspections are remote.
- First level diagnosis virtual either through integrated or connected machine data or virtual customer collaboration.
- Physical visits reduced in time on site and to critical issues.

- Customer collaboration and ownership makes training more critical than ever.
Virtual training tools including webinars, Digital compendium of knowledge and Access to Expertise is become the fulcrum of aftersales market.

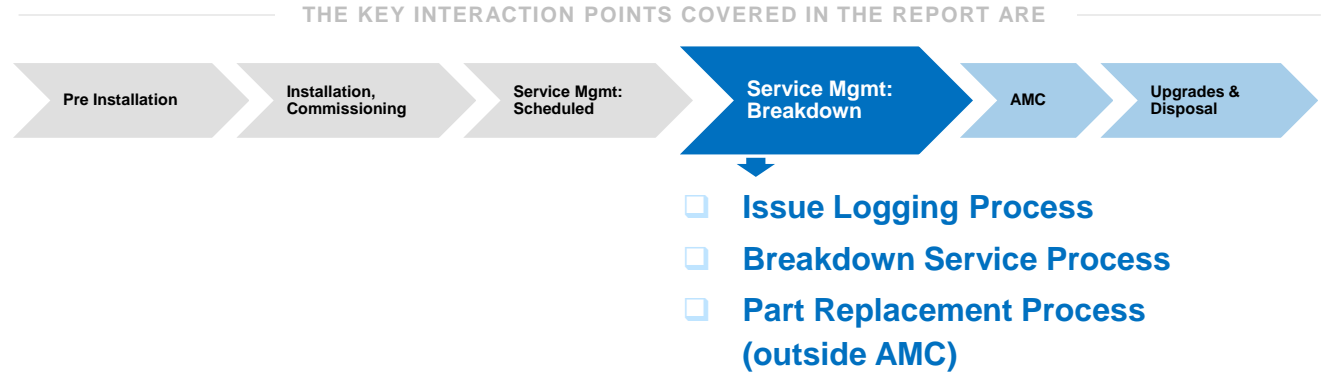
TRENDS OF THE FUTURE

- Preventive maintenance through virtual monitoring to reduce unplanned downtime for machines and for customers is the way aftermarket will grow

- Remote diagnosis through connected data.
- Scheduling tech expertise through robust back end systems.
- Transparency and collaboration through digital tools.

- Technology enters in virtual trainings and creation of accessible digital compendium of knowledge.

Service Management Issues and Breakdown



INTERACTION POINTS



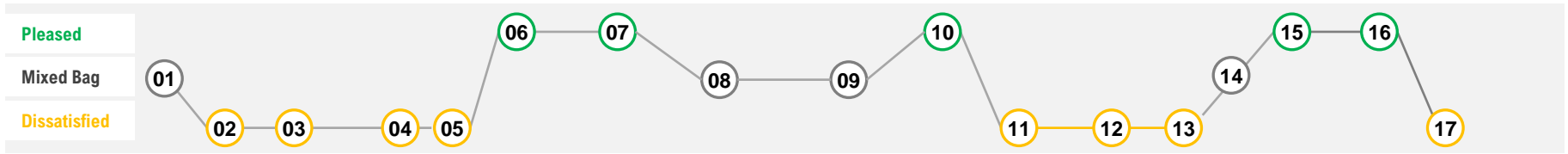
TOUCH POINTS & EXPERIENCE

- 01 Accessing log in platform (Toll free number, Intranet, Social media etc.)
- 02 Describing the complaint (Ease of Use)
- 03 Understanding of issue/complaint
- 04 Understanding of history of machine/ engagement/etc.
- 05 Next Steps and Plan communication (Ticketing, Timelines)

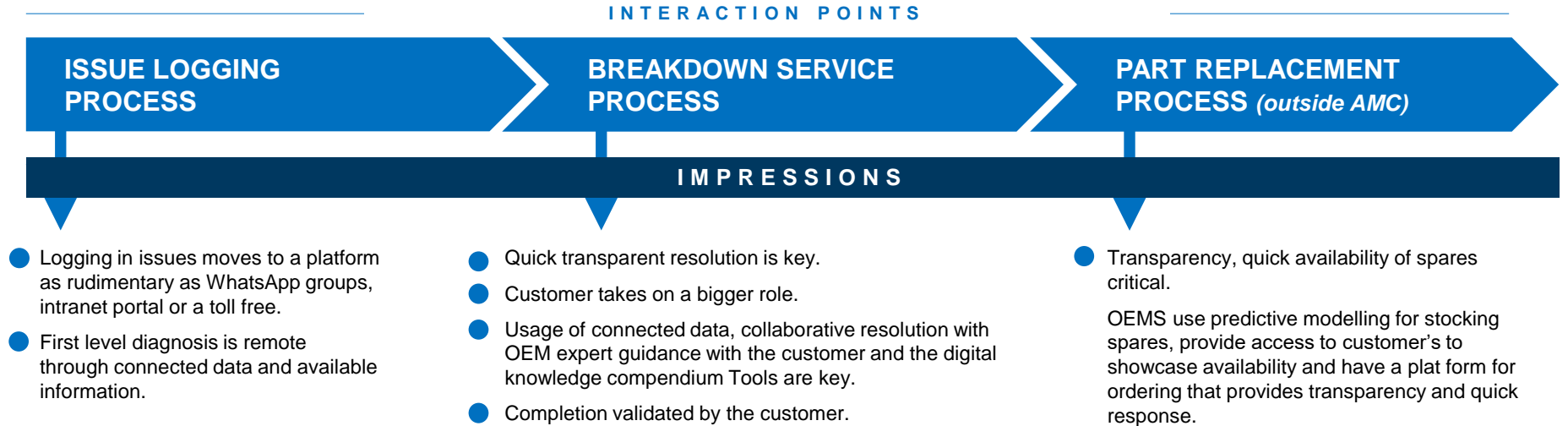
- 06 Arrival of the service engineer
- 07 Having tools/ special aids for service
- 08 Servicing the machine based on problem described
- 09 Identifying additional issues if there are any and servicing them as well
- 10 Usage of spares (Availability/Cost/Quality)
- 11 Sign Off/ Feedback / close looping

- 12 Assessing and deciding the spare requirements
- 13 Checking on existing Inventory
- 14 Initiating purchase/access of identified spares
- 15 Placing the order for Spares
- 16 Billing
- 17 Delivery/Receipt of Spares

OVERALL EXPERIENCE



Diagnosis becomes critical. Manufacturers evaluate high technology including Google Glass to facilitate this



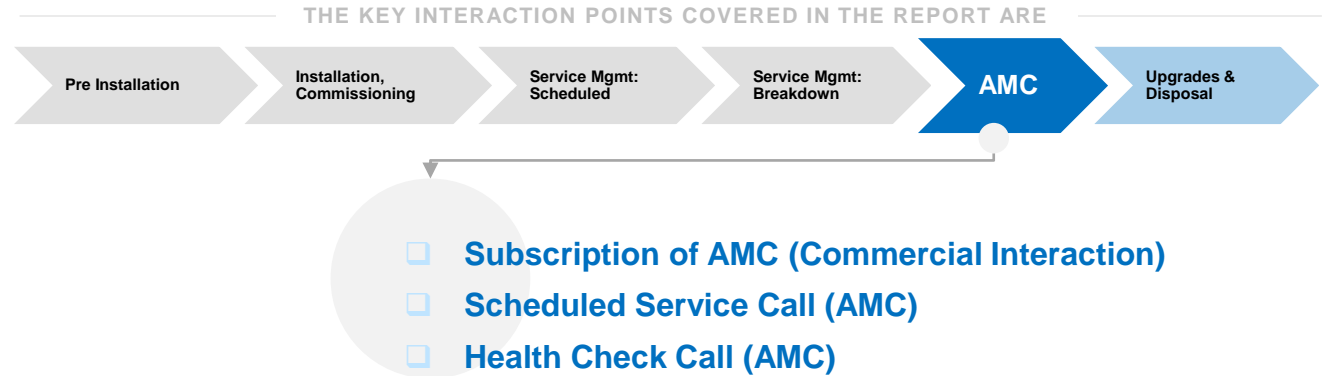
TRENDS OF THE FUTURE

- Scheduling is skill based on requirement.
- Transparency increases on timelines, safety requirements to be followed

- Predictive monitoring with the usage of tech (like AI), access to real time data from the machines to raise alarms before an actual breakdown is the value add the industry is trying to bring .

- Technology provides a spares management platform that provides transparency apart ordering and delivery.
- AI/ML used for predictive modelling of safety stock for spares.
- Customers also cross sold some spares as a part of the AMC.

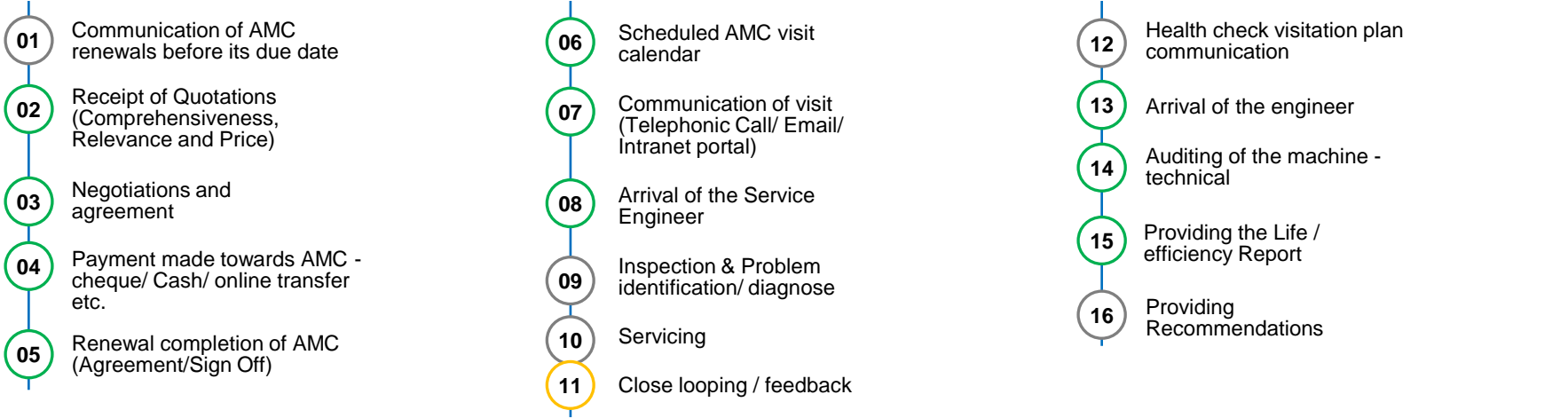
Annual Maintenance Contract



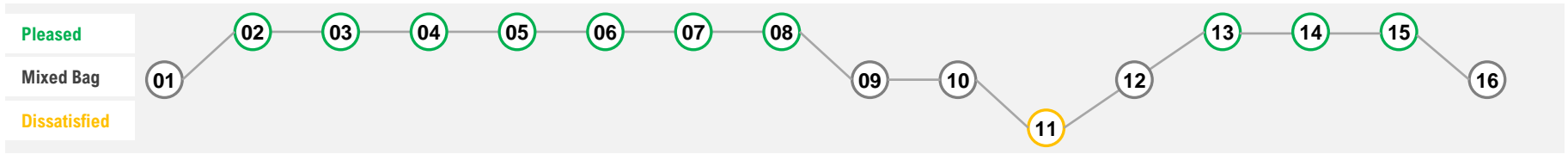
INTERACTION POINTS



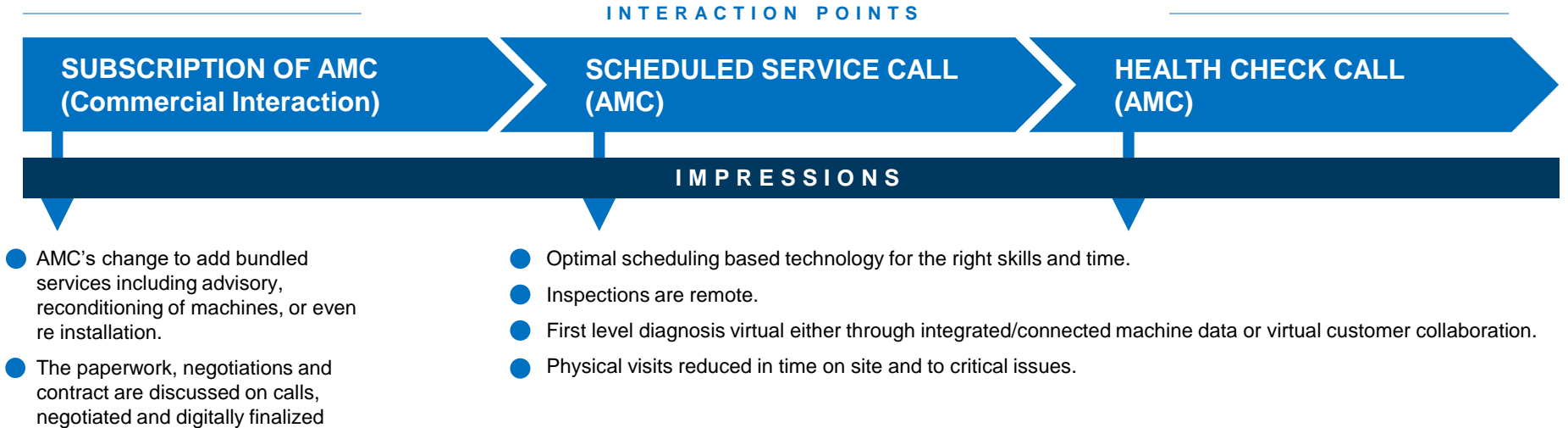
TOUCH POINTS & EXPERIENCE



OVERALL EXPERIENCE



The AMC strives to add value to the customer with added services including advisory

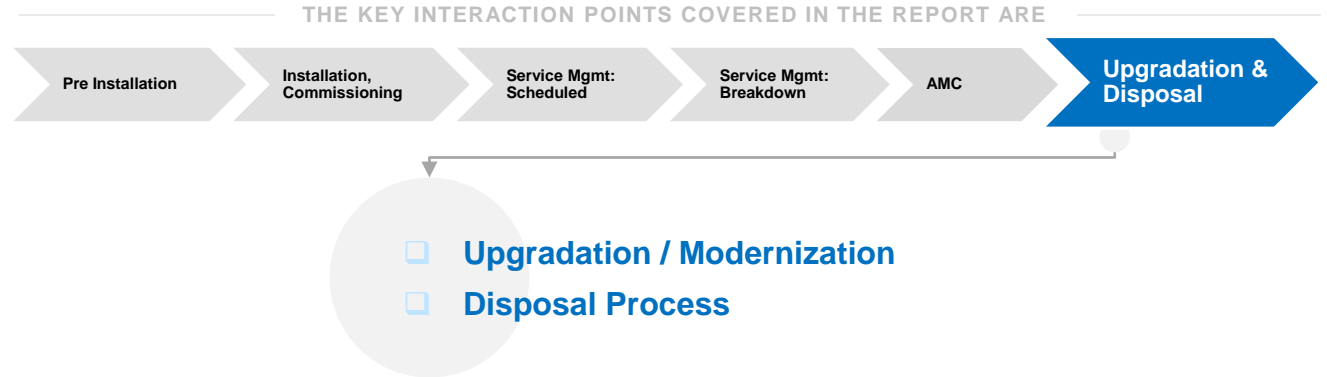


TRENDS OF THE FUTURE

- Movement from pure product to Product +Bundled services offerings.
- High end industries look for longer association with machine uptime based payment models.
- Usage based services next on the horizon

- Remote diagnosis through connected data.
- Scheduling tech expertise through robust back end systems.
- Transparency and collaboration through digital tools.

Upgrades and Disposal



INTERACTION POINTS

UPGRADATION AND RETROFITTING/ MODERNIZATION

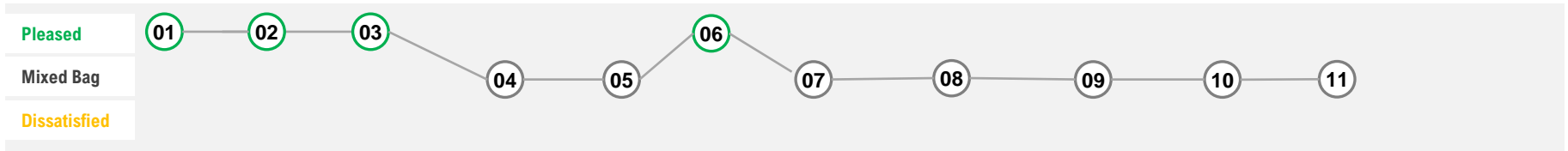
DISPOSAL PROCESS

TOUCH POINTS & EXPERIENCE

- 01 Evaluating/Deciding the technical feasibility of upgradation/retrofitting
- 02 Requesting for quotations
- 03 Negotiate and decide on the appropriate product/vendor
- 04 Retrofitting and Upgrading the product
- 05 Testing / reports
- 06 Billing
- 07 Commissioning

- 08 Identifying products/machines for disposal
- 09 Assessing value for Disposal
- 10 Initiating Scrap
- 11 Closure

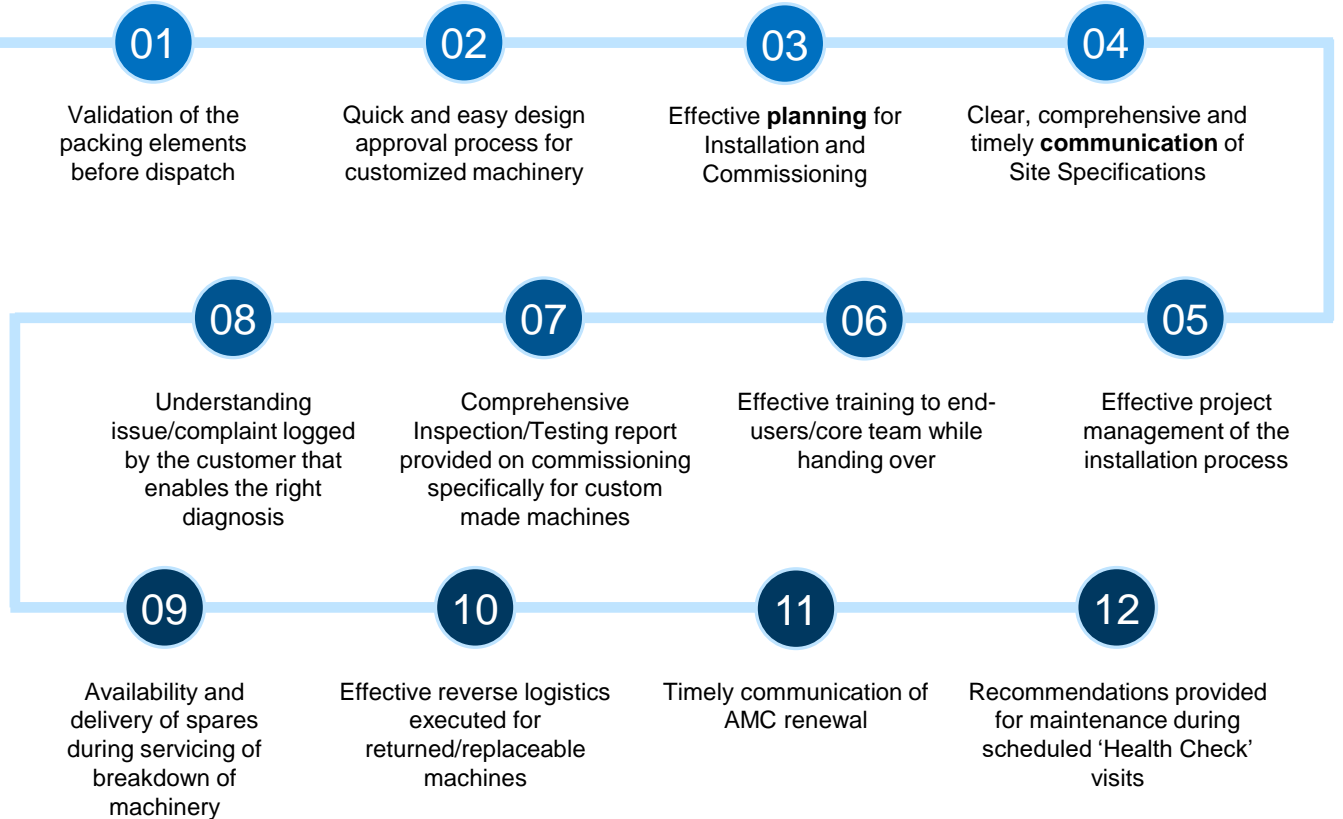
OVERALL EXPERIENCE



TOP 12 CUSTOMER TOUCHPOINTS

that make a difference

Feedback Insight's experience from over **50+ engagements with leading Manufacturing organizations** has led to list the 'Top 12' touchpoints which **enormously impact Cx** (customer experience)



For the After Market Service, Covid has accelerated the future.

Key Trends and observations

TREND 1

A strong need for skilled talent and service orientation of the work force emerges

TREND 2

There is an accelerated adoption of technology driving real time access of machine data to support remote services encompassing 'Installation' to 'Break Down' resolution

TREND 3

Virtual support increases customer expectation from manufacturers especially in terms of value additions that go beyond repair and maintenance.

TREND 4

Increasing focus on preventive maintenance leveraging technology that enables real time access of machine data to help alert customers before an event occurs

TREND 5

Emergence of AMC + with bundled services that include aspects of Advisory, Machine re conditioning and Re installation services for a longer and deeper engagement with the client

TREND 6

Business models are changing with introduction of machine uptime based fee model; a baby step towards servitisation

TREND 7

The customer steps up and works collaboratively with the Manufacturer in ensuring optimal maintenance of machinery



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