



Elevating your Service Capabilities with Integrated Technology Offerings

An organization's Service Capabilities will make or break a customer's perception on how well your product offering is viewed in the marketplace. If the service experience is a great one, your customer will not only recognize that they made the right choice in deciding on your company's product but it will most likely influence their next purchase decision on a similar product and hopefully will be a repeat customer for you. If the service experience is a bad one, you can predict that this will probably be the last time the customer buys any product from your company. Also, irritated customers will most likely share their experience with other potential customers further damaging your company's image and brand in the marketplace. Please remember, this reasoning is valid whether your organization is a Business to Business (B2B) company or a Business to Consumer (B2C) company.

Technology offerings that can make a difference in elevating your Service Experience for your customers are:

1. **Real-Time Customer Interaction** by incorporating a full suite of technologies that includes; Chat, video person to person chat, and data driven responses using product knowledge integrated with analytics to decrease the time from question to response
2. **Improved Service Technician Technology Toolset** that includes product knowledge cataloguing and part detection, with video and/or augmented reality capabilities for repair instructions and execution, and service call certification

Real-Time Customer Interaction

This provides the platform to initiate and maintain customer interactions and to provide updates, information and status of an issue till resolution. As well, if your product has the capability of "connectivity" the set of information that can be acquired, exchanged and utilized to gain customer use, product health and longer term utilize this information for predictive service is a step above most products in the market place.

Improved Technology Toolset for your Service Technicians

The goal of the service experience is achieve; customer satisfaction/happiness and resolution to the issue with zero to one service call, thus minimizing the cost and headache of solving the problem. In order to achieve this you need to orchestrate the following:

- I. Configured Product Information and Knowledge based on Product Serial Number / SKU
- II. Ability to identify the "Product" and its lineage
- III. Provide visibility to the correct Service Parts information for correct part availability and ordering
- IV. Service Instructions in an easy to use format—Video or Augmented Reality
- V. Verification of the service fix implementation

The concept is to provide a closed loop of information and process to ensure a good service experience. Provide the needed "Product" information, to be able to identify the needed parts to correct the issue, proven methods to implement the solution and the verification that the solution has been executed. Thus creating a repeatable process that ensures minimal re-work and provides a growing knowledge base for extensive re-use.

We understand that products are designed and delivered with the thought process of zero to minimal defects. We do understand that companies need to be prepared for the inevitable situation of product failures and how to provide the service organization with the needed technology to interact and inform the customer, while providing service technicians with the winning data and technology platform.

Next Month: Why is implementing Product Lifecycle Management (PLM) so difficult?

