

Customer Service Module

OVERVIEW

When you manufacture high value products, selling them to your customers is only half the story. An equally important task is to maintain those items out in the field so that your clients can protect their investment and come back to you when they need additional products or an upgrade to their existing systems. **The Priority** can help you manage the whole process from product delivery, through service contracts, service engineer requirements, returns for refurbishment, help desk service calls and the gathering and presentation of statistics.

SERIAL NUMBERING

A vital part of Product Lifecycle Management (PLM) is the capability of tracking all products individually throughout the product's useful life. Serial numbering within **The Priority** operates seamlessly from the manufacturing process through delivery into the customer service module. This is the mechanism by which each delivered product can be traced with regard to the servicing it has undergone, the spare parts that have been applied to it and the subsequent invoicing.

SERVICE DEFINITIONS

So that the customer service functionality can operate as simply as it does from the user perspective there are a number of definitions which provide easy selection options throughout the process. As well as the expected warranty codes and call statuses, there are many other definitions such as malfunction codes (plus problem codes), resolution codes, billing exemptions, payment frequencies and the specification of available service providers or technicians.

SERVICE CONTRACTS & INVOICING

Service contracts can be used to dictate in advance the terms of the servicing activity to take place. The means of charging for the service can be as flexible as required with charges for different aspects determined by part, contract, call, timescale and project. Expiry dates can be set against warranty codes for two warranty periods with completely separate charging terms.

▶ **Keeping your existing customers happy by maintaining and servicing products in the field is key to maximising your repeat business.**

▶ **Tracking individual products from manufacture through to servicing is key to excellent service.**

▶ **Embed customer service best practice into your service procedures with these service definitions.**

▶ **Minimising your contract administration but keeping maximum billing flexibility.**

SERVICE CALLS

The individual responsible for taking the service call needs to be able to take all relevant information from the client in a quick and efficient manner. **The Priority** helps in this respect by providing a model procedure for taking such calls. As well as a conventional screen based interface for taking service calls via the telephone, **The Priority** provides a proven working Internet interface to allow customers to enter their own service call information. As there is complete and seamless integration with the web interface, this information is available immediately to the service personnel.

SCHEDULING

Once a service call is entered on the system, allocation of service resources is a simple task. Indeed the software allows for such allocation at the time of call entry. As **The Priority** has integrated diary facilities, the service engineers can access their system based diaries at any time and they can also receive alerts when a new service call requiring their skills is entered on the system. Remote working via the web browser interface makes this an excellent solution.

CUSTOMER SURVEYS

In the fight to be ahead of the competition in your industry you need to have feedback from your customers about your performance. Customer surveys can be devised on the system and used for either telephone based or written information gathering or for use in a web-based questionnaire. Having gathered the relevant views and information, standard reports or the Executive Information system enables analysis of the data.

STATISTICAL ANALYSIS

Performance information is also available from the records of service provision themselves. Statistical analysis from standard reports provide information on, not only logs of problems and resolutions, but also the average product performance in the field. For instance, mean times between failure, before assists are provided as standard.

▶ **Collect the maximum information about the required servicing with the minimum operator effort.**

▶ **Exert as much resource management on your customer service department as you do in manufacturing.**

▶ **Find out and analyse exactly what your customers think of your performance.**

▶ **Sophisticated statistical analysis from service data.**

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