

Electrolux Brazil Chooses ServiceMax to Improve Field Service Operations



Challenges

- Multiple systems for managing partners and service operations meant information was lost or never captured.
- No visibility into partner performance against SLAs.
- Customer satisfaction rates for service were lower than desired.
- Cost was impacted due to inaccurate warranty information.

Results

- Streamlined service processes and increased service partner efficiency.
- Technicians scheduled based on skills needed to complete service request.
- SLAs consistently met for higher customer satisfaction
- Increased revenue due to accurate warranty renewal information and alerts.
- Increased volume of service request closed per week to over 15,000.

Company

Electrolux is one of the world's largest appliance companies with 56,000 employees and over 13 billion dollars in revenue in 2008. Headquartered in Sweden, Electrolux makes washing machines, stoves, refrigerators, and freezers under the names of AEG, Electrolux, Eureka, Frigidaire, and Zanussi. It's also the number one maker globally of vacuum cleaners (Electrolux, Eureka brands). Electrolux Brazil is one of the leading appliance vendors in the country.

Challenges

Electrolux Brazil was managing its 900 service partners and 1,800 technicians through multiple solutions, emails, phone calls, and sticky notes. As business grew, information would get lost or not even captured, which made it more challenging to meet customer demands. Technicians were scheduled and dispatched to customer sites and were unable to complete service because they did not have the skills required. The business unit lost money on inaccurate entitlement information and delivered service even after warranties expired. It became evident that the current solution had huge gaps and was impeding the success of the operation and jeopardizing customer satisfaction. "As the largest appliance company in Brazil, we needed to improve our customer satisfaction in the area of service to maintain our market leadership," said Dejour Medeiros, Senior Analyst.

Solution

Because of its relationship with salesforce.com, Electrolux Brazil looked at ServiceMax as a complete field service management solution. ServiceMax provided integration with the company's on-premise ERP solution, financials, inventory, and production planning systems as well as internationalization into Brazilian Portuguese. Through the partner portal, service partners now have visibility into Electrolux Brazil's inventory, and the company can effectively manage partner performance against SLAs. "ServiceMax really delivered on all of our requirements," said Medeiros.

Results

With ServiceMax, Electrolux has improved customer satisfaction rates for its service. A rich database with technician territory coverage, product expertise, and work schedules ensures that field technicians are assigned to service requests with the right skills. The company also captures a more accurate history of service delivered to customers and warranty information. Service partners now operate as an extension of the organization and all information on field service activity is captured. The business unit plans to expand its solution to track and monitor spare parts inventories, identify excess stock, and ensure that the right parts are available where and when they are needed. "We are really taking advantage of all the technology advancements—and cost savings—of managing our field service operations in the Cloud with ServiceMax," said Medeiros.

ServiceMax is the perfect choice to manage field service operations. It is an extremely reliable application, even when dealing with thousands of daily transactions and complex business rules. In a few words: strongly recommended."

Dejour Medeiros, Senior Analyst



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