Manufacturing Leader 3D Systems Increases Uptime, Drives Improved Service Profitability with ServiceMax & Aquant

3D SYSTEMS

Customer Quick Facts

INDUSTRY:
Mechanical Engineering

SIZE:
1000 - 5000 employees

HEADQUARTERS:
Rock Hill, South Carolina

WEBSITE:
www.3dsystems.com

Customer Metrics

62% reduction in parts usage

39% decrease in repeat visits

500 assets enabled with IoT

At 3D Systems, a leading additive manufacturing solutions company, artificial intelligence is powering fast and predictive service that helps the company meet uptime demands while empowering engineers on the job. For over 30 years, 3D Systems has been delivering cutting-edge 3D printers, print materials, on demand manufacturing services, and manufacturing software that allow companies to optimize their designs, transform their workflows, bring innovative products to market, and drive new business models.

Since 2017, 3D Systems has relied on ServiceMax's powerful installed base, work order management, and reporting capabilities to improve first time fix rate, mean time to repair, engineer utilization, and ultimately provide a better customer experience. But as technology has advanced, so have 3D Systems' customers' expectations for consistent uptime and reliable technology.

To ensure that their customer service matches the quality and speed of their printing capabilities, 3D Systems turned to ServiceMax and its partner Aquant.

"We had to dramatically change our services organization to keep pace with our customers' need for a much quicker response time," said Mark Hessinger, VP of Global Customer Services at 3D Systems.

Mining Data to Equip Techs with Knowledge Instantly

Though 3D Systems didn't necessarily set out to find an artificial intelligence-powered customer service solution, it quickly became apparent that AI's diagnostic and predictive capabilities would provide the best option for the company's speed and reliability of service needs.

"We were just looking for a way to provide better service. With Aquant and ServiceMax, we were able to do that," says Mark Hessinger.

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Mark Hessinger, *VP of Global Customer Service*s, 3D Systems

Aquant's platform works by mining and analyzing companies' data to learn their service language and build an AI-driven decision framework around it that service technicians can rely on with confidence. Accessed via ServiceMax's Remote Triage tool, it can equip even newbie service agents in the field with 20 years' worth of knowledge in just a few seconds, arming them with powerful diagnostic capabilities. That means any issues that 3D Systems' customers face can be pinpointed and resolved quickly, regardless of how much experience a technician has.

Predicting Service Needs to Meet Uptime Demands

Beyond just diagnosing problems, ServiceMax and Aquant allow 3D Systems to proactively predict service needs—something that would be virtually impossible to do without AI-driven technology collecting data, observing patterns, and anticipating needs. "Everything in manufacturing now depends on service," Hessinger says. "Customers want guaranteed uptime."

Because most of 3D Systems' printers are Internet-enabled, the company can continuously collect data on how they're performing and will find out immediately when a customer is running out of certain printing materials or the printer isn't working properly. That way, issues can be mitigated before the customer becomes aware of them.

"All our new products are connected. We are using that data to proactively know what is going on. The better the data is, the better the printing system is," Hessinger says. "Now we can maintain uptime and resolve customer issues much more quickly."

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Reducing Costs While Delivering Great Customer Service

With ServiceMax and Aquant, 3D Systems is able to find the most cost-effective solution for each failure incident. No longer does a new service request automatically mean a technician will be dispatched. Instead, the system investigates the failure, offering up likely solutions based on its analysis of historical service data. Many times, technicians can resolve the issue remotely, and if not, they have an accurate description of the problem and the parts they'll need before arriving on site.

This has led to reduced truck rolls, reduced parts consumption, and improved first time fix and mean time to repair rates. And most importantly, 3D Systems has benefited from increased equipment uptime due to a more accurate and rapid response mechanism using ServiceMax and Aquant.

"With artificial intelligence-driven insights, resolving customer challenges has become more efficient and accurate, ultimately driving improved service profitability," says Hessinger.

About ServiceMax

ServiceMax is the global leader in Service Execution Management, offering cloud-based software that improves the productivity of complex, equipment-centric service execution. Enterprise companies across the globe have turned to ServiceMax to help them keep the world running. For more information, visit www.servicemax.com.

About Aquant

Aquant's service intelligence platform supercharges service performance by unlocking a new dimension of insight from enterprises' existing data. The platform mines and analyzes data that is scattered across different systems, hidden in free text, and locked in the minds of the enterprise's most experienced people. It empowers teams to use that data to improve first time resolution, optimize service team performance, assess risk, and drive exceptional customer experiences. To see Aquant in action, visit aquant.io.