

Eastman Kodak Accelerates Digital Transformation & Improves Customer Satisfaction



Eastman Kodak, a leading global manufacturer focused on commercial print and advanced materials & chemicals, is currently in the middle of a digital transformation. The entire organization is using technology across various departments to drive efficiency, boost productivity, and deliver a next-level customer experience, especially to enhance the customer service provided by its printing services.

The challenge

Kodak has grown to support markets and customers all over the world. Internally, however, the company has dealt with significant business changes, product segmentation and legacy that have created fragmented processes and data sources. This was made all the clearer during the COVID-19 pandemic, which made customer connectivity and on-site access difficult, constrained, and unreliable.

At the heart of the iconic company's evolution, to address these issues, is a customer-centric service organization. Their mission is to bring data and action together to simplify processes, accelerate decision-making, and ultimately improve the experience for Kodak's customers.

To achieve this goal, everyone at the company needed to truly understand what issues customers are facing and how Kodak can help them to respond to their needs at a much faster pace. To ensure customers' issues are being fixed as quickly as possible, Kodak also needed to get rid of product-focused and regional silos within the company that can be confusing for customers. Instead of pointing them to different channels for service, sales, and marketing support, Kodak would point customers to just one point of contact regardless of the product they're using.

The solution

Kodak went looking for new technology and automated solutions. The company conducted an exhaustive review of software platforms that could support their efficiency needs but also enable a better connection with customers to deliver real value. Integration was key: To meet their needs, Kodak wanted out-of-the-box functionality built on the Salesforce platform.

"Salesforce is our center of customer information and engagement," said Todd Bigger, VP of Service at Eastman Kodak. "It's ingrained in nearly everything we do. Salesforce has been instrumental in helping us uncover insights and problem areas and what we need to do to fix them. ServiceMax and their partnership with Salesforce helps us to accelerate that adoption."

Kodak needed a system that provides actionable asset data to improve daily decision-making. They also needed this system to help outline key areas of concern when it came to their asset-centric service delivery ecosystem. This involved the provision of more proactive maintenance to customers at a much more efficient cost structure that would allow for a continued improvement to the customer experience. ServiceMax's Asset 360 for Salesforce ticked just the right boxes.

"What ServiceMax is doing with Asset 360, and the connection to Salesforce was ultimately crucial in the decision we made", Todd Bigger explained.

Natively built on Salesforce, Asset 360 improves strategic planning with real-time insights, while increasing technician productivity at the same time. With Asset 360, all parts of the service organization including call center agents, remote experts, contract administrators, quality managers, and field technicians can access critical information about



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>> Customer Quick Facts

INDUSTRY:

Manufacturing – Printing,
Materials, Chemicals

SIZE:

5,000 employees

HEADQUARTERS:

Rochester, NY

WEBSITE:

<https://www.kodak.com/en>

an asset's entitlement, maintenance history, contract coverage, serial number and subcomponent attributes, location, and bill of materials. When introduced to Asset 360, Kodak immediately saw how the end-to-end service management tool could fix some of the issues the team wanted to solve with data collection and inventory management.

Salesforce set up demos, showing how ServiceMax Asset 360's complete solution is connected to the Salesforce environment, and explained how it would accelerate deployment and replace their legacy platform.

Ultimately, Asset 360 is making it possible for Kodak to become more proactive in its customer engagement plan through improved maintenance at a reduced cost. This boosted company confidence in Eastman's availability to maximize customer uptime, while helping them begin to transition out of more outcome-based service models..

The results

The COVID-19 pandemic has accelerated the need for improvements in remote technologies and capabilities, and Kodak is no exception. The company's customers used to expect issues to be resolved quickly on-site but during the pandemic virtual and mixed reality environments were introduced to take care of installs when the field engineer couldn't be there in person. It was a game changer.

For example, Kodak managed to install a very large piece of press equipment in Malaysia virtually, with an expert from the UK on the line to remotely talk the on-site team through the process. As a result of experiences like this, Kodak's customers are increasingly open to remote-first approaches because they now understand that kind of support is not only possible, but highly effective.

The company's goal is to further engage remote support and increase remote resolution from 35 percent to 65 percent. In this mission, Asset 360's asset-centric capabilities that highlight asset events, hierarchies, and entitlements will be vital in ensuring that remote service engineers have the right context to support their resolutions.



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As a next step, Kodak is exploring ServiceMax's 'uptime kits' – these kits are designed to be already available when an engineer arrives on site and are a dedicated way to improve inventory levels further and ensure issues are being resolved even faster. Also, in the pipeline are plans to use machine learning to find actionable data and to utilize IoT technology that will see machines identifying errors or concerns as soon as possible.

Kodak's five-year plan is to utilize real-time data and machine analytics to drive a truly proactive and preventative service model for customers. The ultimate goal is to be able to address issues before a machine fails – and before the customer even knows it needs to be fixed.