

# Kodak Alaris Standardizes on ServiceMax to Drive Service Efficiency and Grow their Business

## Kodak alaris

### Customer Quick Facts

**INDUSTRY:**

Information Management Services

**SIZE:**

1,000 - 5,000 employees

**HEADQUARTERS:**

Rochester, New York, USA  
Hemel Hempstead, Great Britain

**WEBSITE:**

www.alarisworld.com

### Results

- Created standardized global processes
- Simplified Service Systems Landscape: reduced Interfaces from 150 to 9
- Increased renewal rate to over 80%
- Increased first-time fix rate to > 90%
- Maintained first-time fix while mitigating workforce turn over
- Improved efficiencies for contract admin aiding in increased renewal rates and process efficiency
- Expanded manufacturer service contracts
- Created tools to help transfer knowledge to the next generation of technicians
- Achieved a Net Promoter Score of above 70
- Increased ability of front-line managers to measure profitability to aid in real time decision making

Kodak Alaris is a privately held global technology company formed in 2013 as a spin off from Eastman Kodak Company. Kodak Alaris is made up of two businesses; Kodak Moments, a business focused on photography and tools to bring images to life, and Kodak Alaris, a document capture and process automation organization focused on helping customers on their digital transformation journey.

As a global technology leader, [Kodak Alaris' service team](#) has its hands full supporting customers worldwide, providing hardware and software repair & maintenance services, as well as professional services. Kodak Alaris also services competitors' scanners as part of its multi-vendor services program.

In an effort to consolidate dozens of disparate systems, create standardized global processes, and increase service efficiency, Kodak Alaris sought out a cloud-based field service management platform that could meet their needs almost entirely out of the box.

Today, Kodak Alaris uses ServiceMax's industry-leading, asset-centric field service management platform to empower technicians in the field, maintain a best in class first-time fix rate, grow the business, and ensure an exceptional service experience for customers.

### The Search for an Out-of-the-Box Global Solution

After spinning out as their own company in 2013, Kodak Alaris found themselves with disparate systems and processes in each of their regions.

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Chuck Davies, *Service Systems Integrator*, Kodak Alaris

"IT managed about 150 different interfaces, and each region had individual processes and different data. When we had global meetings, it was impossible to get to one version of the truth. It was very important to find a solution for global data," explained Jeffrey Moore, Service Operations Manager at Kodak Alaris.

Going into the vendor search, finding one global, cloud-based, integrated system that would allow them to standardize global processes was an important priority. On top of that, the team needed a solution that could satisfy 80% or more of their requirements out of the box and a vendor who could act as a long-term growth partner.

"We wanted a partner that we felt was as invested in our success as we were, and we wanted a flexible solution that would give us a path for growth in the future because the business is constantly changing and you can't always see what's coming," noted Moore.

After evaluating various field service management platforms, Kodak Alaris chose ServiceMax as the vendor who could best meet all of their requirements. "We found ServiceMax to be very flexible, willing to listen and learn our business, and eager to help us with industry-standard practices," said Chuck Davies, Service System Integrator at Kodak Alaris.

## **A New Solution to Simplify the IT Landscape and Provide Data Visibility**

With a new global system chosen, IT was relieved from having to maintain 150 different interfaces. "Managing that was very expensive and complex. If we had a problem to investigate, we'd have to get 20 people together to try and walk through the systems. In addition, the availability and timeliness of the data wasn't there. In our legacy systems if we asked our contract team to add an installed product on a service contract it took two days before the call center would know about it," said Davies.

After rolling out ServiceMax, the IT team at Kodak Alaris was able to cut those 150 interfaces down to just nine. "This was a massive simplification and that allowed us to minimize costs and say goodbye to our tangled mess of data. Now when data is updated, our call center team knows immediately. All of the data is visible in real time in ServiceMax no matter where you are in the world—it's a huge improvement," explained Davies.

With product champions and executive support established in each region, Kodak Alaris was able to deploy ServiceMax across 26 countries in just nine

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*Jeffrey Moore, Service Operations Manager, Kodak Alaris*

months. "Our Kodak Alaris / ServiceMax team deployed in the U.S. first and then rolled out to the rest of the countries in nine months. It was very impressive. We weren't used to doing such a large deployment so quickly," said Davies.

## **ServiceMax Powers Service Efficiency and Knowledge Transfer**

Since rolling out ServiceMax, Kodak Alaris has seen phenomenal adoption of the platform in each region and now has the data visibility that had always been missing. "ServiceMax has provided real time access to our global data for all service workstreams. We were able to standardize on global processes, gain efficiencies in contract admin functions, service case assignment, and our overall reporting capabilities," explained Moore.

"One of the efficiencies we've gained is what we call a structured email. Our partners can send us a structured email and ServiceMax will digest that structured email and create the contract. All we do is review it and activate it, which is a big efficiency gain," added Moore.

When it comes to the newfound data visibility, the team can now see where bottlenecks are in the service escalation process, allowing them to identify common issues and understand where they might need to provide more support or training. "Having a better understanding of the call life cycle has helped our engineers and allowed us to cut down the time it takes to resolve issues for our customers," said Davies.

Another improvement the team has been able to achieve with ServiceMax is boosting their first call completion rate—also known as a first-time fix rate—to best in class levels. "Our goal now is to maintain our first call

completion rates while we experience legacy turnover of our current workforce, and ServiceMax has allowed us to do that," said Moore.

While Kodak Alaris manages legacy workforce turnover, they have mitigation policies in place to maintain world class service delivery for their customers. "We have enhanced ServiceMax so that when service calls are placed, there is logic built in that looks at the product, the problem class, and the subclass, which is assigned by our remote team. Then there's logic that will search our knowledge base for articles that are pertinent to those items and deliver those knowledge articles to the technician," explained Moore.

"Our experienced technicians helped author our current knowledge articles. So as our legacy workforce starts to retire and we bring on new engineers, the new engineers will be getting knowledge articles, diagnostics manuals, and the top three recommended parts to maintain our first call completion. With this built in tool our new hires are able to maintain a first-call competition rate that's just as impressive as our more experienced engineers," noted Moore.

Between ServiceMax's technology and an excellent team of Contract Administrators, Kodak Alaris has increased their renewal rate to over 80%. "The Contract Admin team has gone above and beyond, and we are all very excited about the results" added Moore.

## **A Partner for Future Growth**

As the team at Kodak Alaris looks to the future, they are excited to continue leveraging ServiceMax to grow the business. "We do service on behalf of other manufacturers and the fact that they can use our Portal

to place service calls, look at install base records, and manage that whole call process has given us some great wins," said Davies.

"We are utilizing the ServiceMax Partner Community Portal as much as possible from all angles. Our partners are able to verify and renew contracts, which has cut down on emails that used to go back and forth. We are giving our customers more access to their data through the portal and empowering them to take action on that data. Around the world, if we don't have an employee in a certain location, we can use an authorized service provider and give them access to the portal, and the process is the same as if they were our own employee," added Moore.

"Another thing we are looking at to maintain quality of service and grow our business is Zinc. The live annotation in Zinc will allow us to have new hires with just two or three years of experience completing calls at an elite level. When our engineers open Zinc, the new hire can communicate directly with a remote engineer that has 25+ years of experience. The engineer onsite can show the remote expert what's going on with the product and leverage the live annotation feature to point to specific items, and the expert can respond back with the recommended solution. On top of that, all the information discussed in Zinc can be tied to Salesforce and ServiceMax objects for future reference," noted Jeffrey Moore.

With new service efficiencies, real-time data visibility, multiple paths for future growth, and a dedicated, hardworking team, Kodak Alaris is excited for what the future will bring.

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## **About ServiceMax**

ServiceMax is the global leader in asset-centric field service 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](http://www.servicemax.com).

## **About Kodak Alaris**

Kodak Alaris is a leading provider of information capture solutions that simplify business processes. We exist to help the world make sense of information with smart, connected solutions powered by decades of image science innovation. Our [award-winning](#) range of scanners, software and services are available worldwide, and through our network of channel partners. For more information, please visit [AlarisWorld.com](http://AlarisWorld.com) and follow us [@AlarisWorld](#).