



SERVICEMAX



FIELD SERVICE FOR INDUSTRIAL EQUIPMENT MANUFACTURERS:

GOING DIGITAL TO SUCCEED NOW & IN THE FUTURE

SERVICE: THE GROWTH ENGINE FOR YOUR SUCCESS

Industrial equipment manufacturers - regardless of what they manufacture, whether it is food and beverage machinery, process control equipment, 3D printing machines, specialty pumps, or something else - operate under tough market conditions. They are faced with shrinking new-equipment sales and margins, ongoing commoditization and increasingly discerning customers. At the same time, industrial equipment manufacturers are driven by share and equity holders to grow their business.

To meet these business objectives, they direct their attention to aftermarket services. Compared to bringing new products to market where success is not guaranteed, services holds the promise of faster revenue gains and higher customer loyalty.

Today, few industrial equipment manufacturers fully exploit all advantages that service can deliver. But leaving the services portion of the market to other companies, also means leaving money on the table.

In order to grow the service business successfully and achieve ambitious goals, industrial equipment manufacturers need to move beyond pen and paper and start making plans for to

transform their service operations. But where to start? By prioritizing:

Full equipment visibility. Industrial Equipment Manufacturers need to know everything about their equipment and how customers are using it, including its as-maintained bill of material to maximize uptime.

Streamlined processes. Transforming work order, scheduling, contracts and parts management can dramatically boost efficiencies, and thusly drive more profitable growth.

Workforce productivity. Freeing up and refocusing resources on the most value-added service is key to growing and scaling the business.

This e-book discusses challenges and opportunities in field service for industrial equipment manufacturers and highlights customer success stories for Schneider Electric, Domino, 3D Systems, and Compac in digitizing their field service operations with ServiceMax software.

ServiceMax works with hundreds of industrial equipment manufacturers around the world



UNLEASH YOUR POTENTIAL

SERVICEMAX CUSTOMERS SEE THESE BENEFITS ON AVERAGE*



Drive Service Growth and Profitability

Standardizing and automating service delivery processes on a digital field service management platform like ServiceMax allows you to improve efficiency and be less reactive and more effective when running your service business. You'll benefit from full visibility into all aspects of the service organization. You can also leverage unified metrics to pinpoint inefficiencies and compare performance across products, technicians, regions, and customers. Digitizing your service delivery chain will enable your technicians, dispatchers and back-office staff to operate at maximum productivity.



Maximize Equipment Uptime

The first step to improving equipment uptime is getting your hands on the right data at every step of the service delivery chain to get a 360 degree view of all your assets. Without real-time visibility into the as-maintained bill of material, status, age, service history, location and its usage, you can't pull the right levers for optimizing uptime, and decide on the right course of action for your preventive maintenance strategy.



Differentiate Through Customer Experience

Customers want quick, easy and effortless interactions. Regardless of how great the work was that your technician delivered, cumbersome processes that require a lot back and forth are precisely the opposite of a great customer experience. With a self-service portal and a field service app for technicians like ServiceMax Go that is connected to a cloud-based field service platform, you can digitize all customer interactions. That way, you equip technicians with everything they need to deliver valuable outcomes and keep your customers happy with a frictionless experience.

Read on to learn how Schneider Electric, Domino, 3D Systems, and Compac use ServiceMax to boost profitability, uptime and customer experience.

25% increase in service revenue

20% increase in customer satisfaction

12% increase in equipment uptime

* Customer Survey Results

ServiceMax is our backbone to fully digitalize our Field Service capabilities. The business transformation would not have happened if we did not have ServiceMax to enable it.

Jean-Pierre Samilo,
Vice President of Digital

Increasing our installed base knowledge from 10% to 35% improved lead generation by 8% and resulted in 6% of additional business.

Daniel Philip,
Vice President of Global Field Services Operations

CUSTOMER STORY

SCHNEIDER ELECTRIC

Schneider Electric is leading the digital transformation of Energy Management and Automation in Homes, Buildings, Data Centers, Infrastructure and Industries. With global presence across more than 100 countries, Schneider is the indisputable leader in Power Management - Medium Voltage, Low Voltage and Secure Power, and in Automation Systems. They provide integrated efficiency solutions, combining energy, automation and software. In their global Ecosystem, they collaborate with the largest Partner, Integrator and Developer Community on their Open Platform to deliver real-time control and operational efficiency.

Challenge

Schneider Electric maintains and supports a complex legacy customer base of 27 brands with service for hundreds of distinct products and millions of assets. Their goal was to deliver one, unified customer experience. Historically, they focused on selling products, without much tracking of where the products had been sold, and where service revenue was possible. To improve, they needed to gain more knowledge about their install base and implement a strategy that empowered local leaders while ensuring consistency across the global customer experience. They needed a solution that would allow them to move from a reactive to a proactive service model, transforming service into a true growth engine.

Solution

They chose ServiceMax because it completely covers all service delivery processes. At Schneider Electric, they named it Bridgefield Services, a platform to enable growth, efficiency and customer satisfaction for the field service business. Today, 8000+ end users in 80+ countries use ServiceMax. They have 1000 sales specialists fully dedicated to service, more than 4000 field service technicians, 3000 users in customer care centers with access to install base knowledge and more than 8 million assets have been qualified to be monetized.

Results

Schneider Electric saw an impressive movement in their service success metrics. They achieved an 8% increase in won opportunities year-to-date. This represents a 6% increase in additional business which is equivalent to +€500,000 increased revenue per month. Since their service transformation, they've vastly improved their install base knowledge, and are now tracking 8 million serviceable assets, 5 times the assets they were tracking at the start of their journey. The overall customer Net Promoter Score improved by 3 points from their score two years ago, whereas VIP customer scores jumped 7 points in the same time period.

“ My favorite thing about ServiceMax is the ability to be more proactive in looking at our business and being able to make the right decision at the right time to improve our customer’s experience. We’ve been able to make a dramatic difference to our customers by demonstrating that the SLAs we’ve committed to are actually coming to fruition. It really has been a transformative tool.

Daniel Hicks,
Global Service Project Manager

CUSTOMER STORY

DOMINO

Domino Printing Sciences, a subsidiary of Brother Industries Limited, is one of the world’s largest manufacturers of industrial and digital printing solutions. They focus on data coding, product marking, serialization, variable printing and labeling on items we use in our everyday lives. This includes products from industries like beverage and food, as well as life sciences, beauty, and tobacco. Domino has over 500 highly trained technicians that provide field support in over 120 countries. Domino is committed to delivering the highest standards of service.

Challenge

For many years, Domino knew they were the best in the industry, but in order to remain the best they needed more numbers to prove it. One number Domino did see was the high number of unsuccessful technician jobs. Part of the failed visits was due to the lack of knowledge the technicians had on hand at the customer site. This included lacking insight into product history and customer knowledge. Also the information varied from country to country

Solution

The need for change led to “Step Change in Service,” a new service approach for their global service program. To empower service technicians so they could become site managers for Domino equipment rather than just go in on a reactive service job. The key to this project was the implementation of ServiceMax, which strengthened the technicians’ tool kit. ServiceMax features the Domino teams take advantage of include installed base, and parts inventory management to increase product visibility.

Results

Today, Domino has a 360-degree view of its entire business. Some of Domino’s KPIs include first time fix rate, first time installation rate, engineer utilization, and customer satisfaction (NPS). With the help of ServiceMax, lead generation has been a huge success. Service engineers had a powerful business impact by generating thousands of leads resulting in tens of millions of points in additional revenue.

“ 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. Now we can maintain uptime and resolve customer issues much more quickly.

Mark Hessinger,
VP of Global Customer Services

CUSTOMER STORY

3D SYSTEMS

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.

Challenge

As expectations for zero unplanned downtime and reliable technology grew, 3D Systems knew they needed to dramatically change their services organization to keep pace with customer needs. Their goal was to deliver quicker response time on service needs. Another way to leverage technologies to maximize uptime, increasing productivity, and saving money by reducing repeat service visits. Lastly, the team needed to analyze historical item usage, to better forecast future demand.

Solution

3D Systems chose ServiceMax to track their installed base, run their work order management, and use an artificial intelligence tool from Aquant. 3D Systems can now predict service needs—something that was impossible before. Through data from their Internet-enabled printers, 3D Systems knows how they're performing, if a customer is running out of certain printing materials or if the printer isn't working properly. Today, they can maintain uptime and resolve customer issues much more quickly, often before customers are even aware of them.

Results

Now, 3D Systems can identify the most cost-effective solution for each failure incident. No longer does a new service request automatically mean a technician will be dispatched. This has led to reduced truck rolls, reduced parts consumption, and improved first-time-fix and mean-time-to-repair rates. In the last 2.5 years, their NPS score has grown from 22 to 65, a 195% increase! Other results include a 62% reduction in parts usage and a 39% decrease in repeat visits. Most importantly, 3D Systems has benefited from increased equipment uptime due to a more accurate and rapid response mechanism using ServiceMax and Aquant.

“ Moving towards ServiceMax was really key for our business and driven by our CEO. He recognized that field service created a lot of loyalty with our customers. Investing in a new service management system was a fairly easy decision because we realized we needed to get to this new level of customer experience to drive this increase in loyalty.

Darrell Smithson,
VP Global Services

CUSTOMER STORY

COMPAC

Compac provides integrated post-harvest solutions and services to the global fresh produce industry. Thirty years ago, the industry lacked a fruit-sorting machine with embedded mechanical, electrical, and optical technologies; a tool that was faster and more effective than picking and handling food by hand. Today, Compac designs, installs, and maintains end-to-end fruit sorting solutions that reduce labor, improve accuracy and consistency, and ensure market compliance and traceability for customers worldwide.

Challenge

While Compac provided exceptional service to their customers, their service was always reactive. Their legacy system was used mainly to track technician time, and not to manage the relationship with customers and their assets. Technicians would self-manage their days, using a large chunk for admin work. The back-office team lacked visibility into what the technicians were doing, nor could they schedule technicians as needed. Driven by their fast-growing business, Compac needed a solution that would help them move from a reactive to a proactive service model and improve the experience for all of their customers.

Solution

Compac chose ServiceMax to take control of scheduling, gain visibility into the service business, and provide a new level of service to customers. Prior to ServiceMax, service contracts were difficult to manage, especially across multiple systems. Now, Compac schedules regular visits, and establishes recurring touchpoints with their customers. With the ServiceMax scheduling tool, dispatchers can see where technicians are at any given time and prioritize work for them, which means technicians can spend more time working directly with customers.

Results

With the help of ServiceMax, Compac moved away from a break-fix model and now offers proactive services to their customers which allows their field service team to be as efficient as possible while reducing admin work. It makes them more efficient without having to bring more people on. Compac is saving time and money with this field service management solution while also increasing their customer satisfaction. “We’re engaging with our customers on a whole new level and we’re really utilizing the best technology out there to do it.”

SERVICEMAX



- Service Process Manager
- Process Templates
- Integrations
- Customer 360 & IoT

Asset 360 & Salesforce

#1 Asset-centric FSM | #1 Optimization Engine | #1 CRM Platform