

New Machines, Old Problem: Customer Service Frustration

Enigma Stops the Pain

How fast can your service technicians get "experienced" on new or updated equipment? Just because it's new to the customer, doesn't mean it should be new to service technicians too. Technicians should already know - and be ready to apply - the particular service information and best practices relevant for each product or update. Let Enigma 3C help. Enigma 3C increases collaboration among product designers and service technicians - so technicians get information quicker, share feedback sooner, acquire "experience" faster, and apply the correct procedures rapidly with fewer mistakes.

A Service Knowledge Disconnect

The problem is lack of collaboration. Just when you need collaboration most, product innovation makes it the most difficult. When it comes to product updates there's so much new information to pass on and keep track of, a lot of it gets lost or delayed. This is the time when service technicians will discover those "real world" issues that headquarters should know about. That includes engineering, safety, and product marketing. It's also the time when designers will make all those product revisions that field technicians need to support. But without a conduit for sharing information, this data exchange can't happen.

Widen the Channel

You already have a collaboration channel - even if it's only email. The question is: Is it wide enough? Can yours support all the groups that create and apply new product knowledge, everywhere it is being created and used? Is field input and feedback integrated with existing content - for example, is field knowledge reflected in quarterly maintenance procedures? Is that input and feedback routed through a workflow? Is it visible to all groups concerned - including designers, field technicians, safety professionals, marketers, and others? Do they each see the information they need to see, presented in the form most usable to them, and accessible from their current location? Is this intellectual property consistent and controlled across all groups all the time?

The Benefits of Collaboration

Enormous benefits occur when everyone involved in deploying new equipment or implementing an update can collaborate and share information. Greater visibility to issues in the field allows more time for a thoughtful response - and problems arise much more frequently in the early stages of a product's lifecycle. Better feedback from the field leads to faster and more targeted product improvements. Faster delivery of fixes and workarounds reduces MTTR (mean time to repair) and decreases the cost of operation. A rapid ramp-up and smooth implementation encourages early adoption of new technology - meaning shorter product cycles and increased competitiveness. So product innovations get to market faster, and profits start sooner.

A Strategic Response

Don't let current information systems become "collaboration killers" after a new product introduction or product update. Enigma 3C gets service technicians on the same page faster and shares feedback with designers sooner. Technical issues get resolved earlier - before most customers are aware of them - so mechanics aren't surprised by them. Enigma 3C protects your image, and your profits. Don't just bring new equipment to market; bring the organization as well - the *whole* organization. That's a strategic response. That's a business partner who understands the global dimension of product maintenance and repair.

Enigma Inc.
200 Wheeler Road
Burlington, MA 01803
Tel: 781.273.3600
infous@enigma.com
www.enigma.com

Enigma GmbH
Steinheilstrasse 10
D-85737 Ismaning
Germany
+49 (0) 89-99679-0
infoeurope@enigma.com

Enigma K.K.
Hiroo Quelle 2F
3-5-22 Hiroo, Shibuya-ku
Tokyo 150-0012 Japan
+81 (03) 3499-3155
infojapan@enigma.com

enigma