

Service Management System



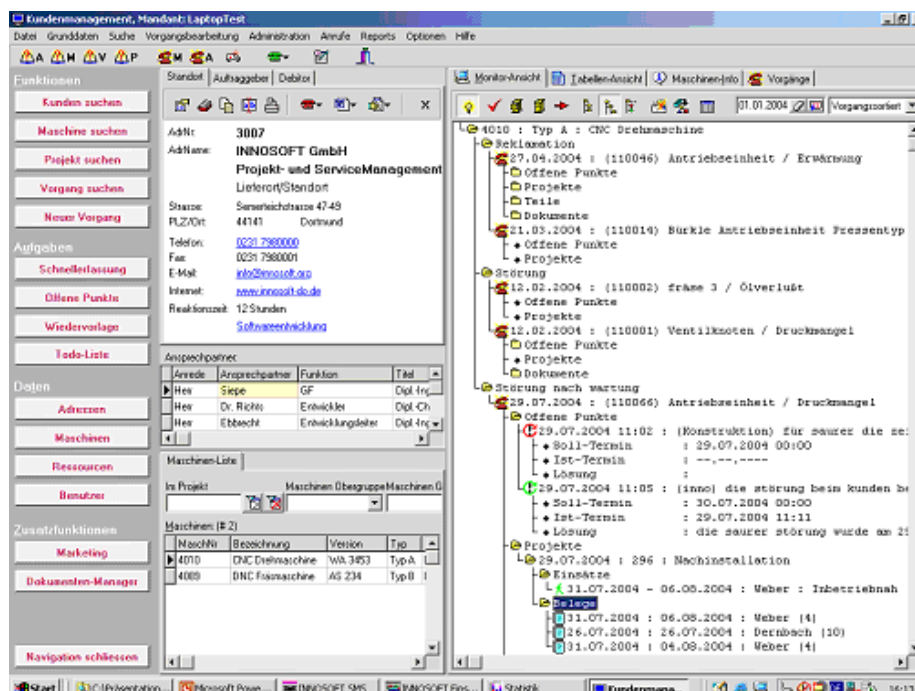
Customer Relationship Management / CRM

Functions

- Overview of all procedures, assignments, receipts, proposals, invoices, documents
- Variable und predefined workflow
- Integration of involved departments
- Filing and allocation of documents and reports
- Procedures, open points (sub-processes) and to-do list
- Resubmission / duration of order processing
- CRM functions
- Coding of faults with referencing
- Helpdesk function
- Ticket system in the web

Benefits

- Well informed interlocutor in customer calls
- Information pool for sales and construction department
- Fault analysis
- Possibility of teleservice through coupling with a partner product
- Machine and customer history
- Status tracking at any time



Customer Relationship Management / CRM

This program functions as the interface between customer and company. Here incoming inquiries, technical faults or orders are received and processed until completion. Information (procedures) is forwarded via the network to the respective departments, e.g. materials management, construction department, sales or service department. This way the basis for a sales talk or for a construction improvement can develop from a complaint when using an intelligent Customer Relationship Management.

Machine / customer history: The editor can already view all events (occurrences) related to a customer or a product when he receives a call. He is able to gain a sufficient and quick overview and thus he is a well informed conversation partner for the customer.

The program also allows the order tracking of products and assembly groups since it is possible to allocate not only the part number of an article but also the serial and batch number.

A special feature is the possibility to map complex installations which consist of several machines.

Hotline: Complaints are unpleasant not only for the customer but also for the service employee who has to talk to an upset customer. Taking into consideration that 75 % of the customers do not know who is responsible for a complaint it is easy to understand the importance of a contact point for both sides.

Integration: A precondition for a successful complaints processing is the integration into existing sales, construction and service processes. This way the program is integrated into the order processing and the materials management.

Documentation: All documents related to the order or the fault, i.e. reports, forms, receipts, proposals or letters are filed and allocated to the machines and procedures.

Workflow: The program is based on different steps. All complaints which could not be clarified in the first talk are being forwarded to experts of the specialist departments. The already accomplished working steps and the current processing status can be seen at any time.

Resubmission: All procedures which have not been completed yet and all open points are indicated in the resubmission. Missed deadlines are marked in the colour red.

CRM functionality: The CRM functionalities range from the acquisition of trade fair contacts and their evaluation by means of targeted serial mails up to a campaign management.

Helpdesk function: The possibilities of independent fault search and fault removal relieves the call centre of minor cases. This functionality enables the employee to support the customer more easily. The occurring faults and their removal can be made visible more easily by means of statistic evaluation. Under certain circumstances the faults can even be removed in the construction phase.

Serial error: If a serial error is recognised, a procedure (ticket) can be produced automatically for all affected products.

Ticket system in the web: Over a browser based application customers can online register faults (malfunctions) directly in the system and they can call up the current processing status. The affected machine can be selected already during the creation of a new ticket.