

IM500027

Make your customer more successful by making service data available

Thomas Nagel

Customer Outcome Executive / Autodesk

Agile Coach / NEXT Agile Coaching

<https://www.linkedin.com/in/thomas-nagel-digital-leader/>

LinkedIn Article: [Digitization of existing and new process plants](#)

Learning Objectives

- How do you manage to achieve more turnover and throughput in spare parts sales with the resources you have?
- How do you succeed in finding instead of searching? How do you make your service support more accurate and effective?
- How do you make your own service data and knowledge available to customers, agents, all staff, anywhere on any device?
- How do you clean up your data? How do you organise your Vault, Inventor, ERP and other systems data and make them available?
-

Description

Every company should strive to make its customers more successful! A very important topic is that the customers have permanent access to good data available in the expert systems in ERP, Vault, Inventor and other systems over all life phases of the machines and plants.

Companies can make their customer more successful, reducing internal and administrative work through the clever use of existing engineering data in the company with the help of service information systems! This potential transformed into proactive customer service leads to more orders and turnover!

The demands of the fast-changing times are only realised with very good information management. Companies have good information in their expert systems ERP and PDM. However, access to this information is denied to many employees. The expert systems are complex, sometimes difficult to understand and operate, and often not linked.

Speaker(s)

Thomas supports people, teams and companies in successfully exploiting the opportunities and potential of digital transformation, as well as in growing and learning in a rapidly changing world. For me, this means transforming a good company of the 20th century into an excellent and modern one of the future. In his view, digital transformation is not a project, but an inner attitude.

Using suitable agile methods and tools, he empowers employees and teams with the help of iterative processes, as well as changes in perspective, self-reflection and learning cycles. His skills refer especially to holistic and consistent process analysis combined with practical approaches.

In his previous function at Claudius Peters, Thomas realized a Service Portal which allows customers to access spare and wear parts and technical documentation for executed orders since 1993!

The Digital Transformation

Companies need to equip themselves for the challenges of Industry 4.0 if they are to thrive in the age of digitalisation.

To survive and prosper in the age of Industry 4.0, companies must become agile organisations. New capabilities, new ways of thinking, new structures and new methods of communication are essential to this process of conversion. To equip themselves for the challenges ahead, companies must become experts in networked thinking, open communication and across-the-board collaboration.

Customer / Service Portal

Imagine a scenario where you are at the centre of intelligent data, with continuous access to important information and documents, anywhere and on every device. Where you could receive data via a QR code while in the plant, for components which had already been installed. This is the Customer / Service Portal. ([Claudius Peters Portal](#))

Have the big picture and vision in mind, but start small and simple! Then you continuously adapt to customers' changing requirements. The Customer / Service Portal can be designed to bring considerable enhancements to overall efficiency for the Customer and the Manufacturer. A simple, intuitive user interface enables the interlinking of data from many sources, using retrospective QR coding. The user receives important and comprehensive information during all project phases, with all QR codes and orders from today and the past! ([QR Codes](#))

However, our customers often wanted the Service Portal to be connected or linked to their ERP or eProcurement Solution. That's why it is very important to have this function in mind for later realisation. This function reduces the effort and the throughput times for the procurement of spare and wear parts and creates added value on customer and manufacturer side. ([Connecting the Portal to customer systems](#))

If you want to learn more about the executed example of Claudius Peters, please watch the [recorded Webinar in GoToStage](#) and/or check the [YouTube playlist of NEXT Agile Coaching](#).

Find Your WHY!

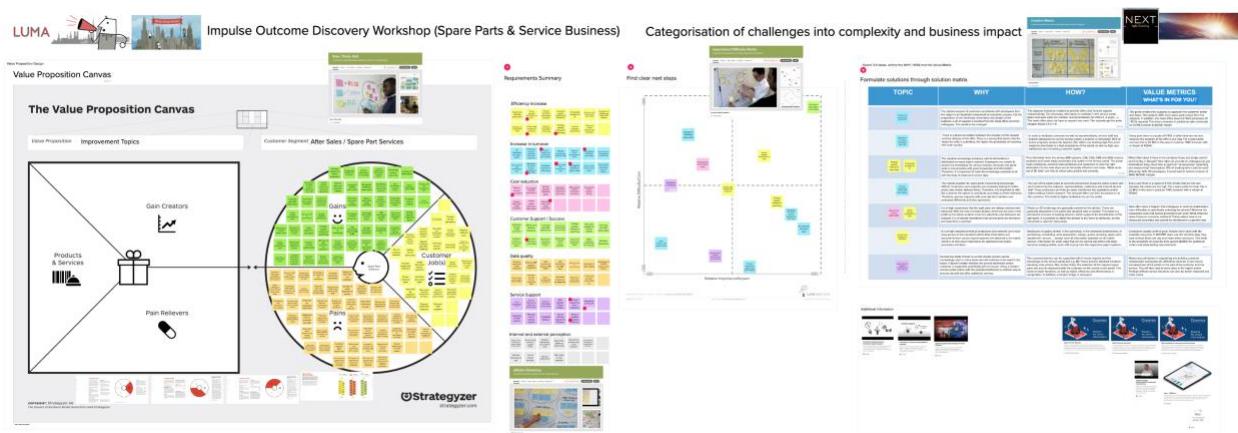
It is crucial to know exactly why you want to use your data inside your service business. The [Value Proposition Design method](#) from [Strategyzer](#), for example, helps here. The knowledge about the Jobs To Be Done, the Pains and Gains help to identify the right and important topics. Effectiveness means working on the right issues. If you then execute them correctly, you are also efficient.

Like never before, you and your teams need to manage evolving conditions, evaluate emerging risk, and stay focused on designing great solutions for those you serve. But how? The [LUMA Institute](#) offers a unique, flexible and easy-to-use system of human-centered design methods that help you creatively solve problems.

The presented workshop example is based on 4 LUMA methods, which are easy to understand and easy to apply.

[AU 2021 Service Improvement Discovery Workshop](#)

This example shows how you will overcome challenges in your workflows in your after sales / service processes. Find ideas and examples how a typical workshop will help you to identify the most pressing topics and learn what might be in for you!



Please have in mind, that this example shows typical pains and gains, which might apply in your company as well. The business impact, the importance and or the complexity might be very different as well as the WHY, HOW and WHAT'S IN FOR YOU. Please use this example as an idea, which can be verified in such an workshop.