

# Information IS POWER

Supporting customers around the globe as quickly and efficiently as possible helps us stand out from our competitors. **David Dietsch**, Customer Service Manager Evatec SEA Pte.\*, tells us how Evatec's Global Service Management Tool (SMT) helps his local sales and service organization do just that.



## David, please tell us about your local organization and what kind of support you provide for Evatec's customers in the region?

Within our SEA organization we have legal entities in both Singapore and Malaysia taking care of customers across Singapore, Malaysia, Thailand, Vietnam and Philippines. Our local teams of administrators and specialist engineers provide everything from daily technical support on the phone and order processing for spares, to machine installation, training, breakdown or application support, continuous improvement programmes (CIPS) and retrofits / upgrades. It's a team of close to 30 people overall. My own particular responsibility is for customers in Singapore, Vietnam and Philippines based out of our office in downtown Singapore.

## How do you manage to keep track of all that?

We have a proprietary service management tool (SMT) that helps us keep on top of everything we do for each and every customer. Whether it's a request for a "planned installation" or an urgent shipment of a warranty part, everything is logged through a "ticketing system" in one fully integrated system for anyone authorized to see.

## So what do you like about the tool?

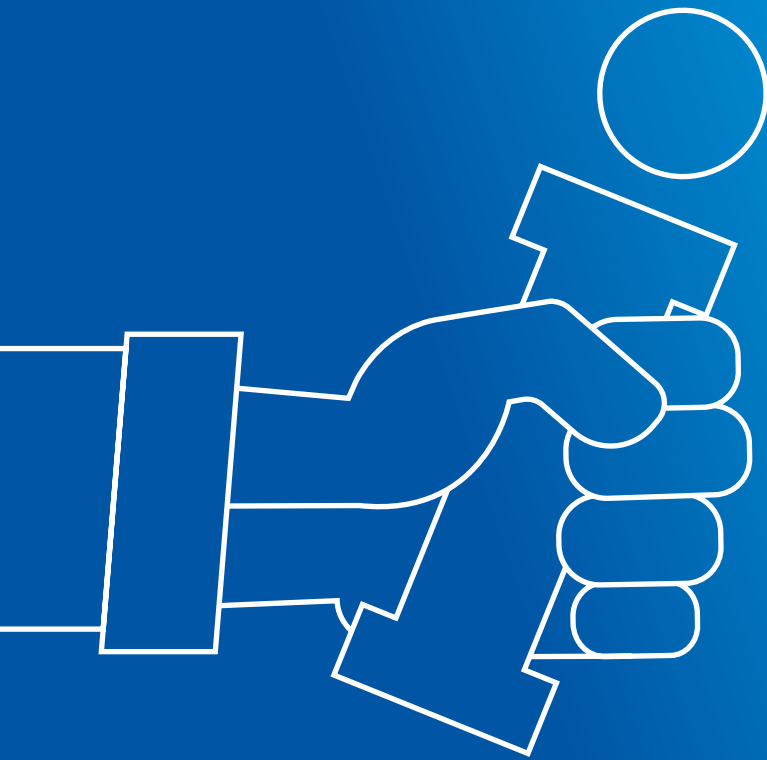
I can open SMT at any time, from any device and get an immediate overview of all ongoing issues and requests from my customers. I can then track the history and status for each and every issue in detail. Overall it's almost impossible to miss or overlook a critical issue like a "tool down", but every member in the team can customize their "dashboard". As a manager within the group I may need to have a particular overview but other team members will just see the information they need for their own daily work. That definitely makes for more focus and higher productivity for everyone.

Another great feature is the integration of our SMT with Microsoft products like Outlook for example. It is very quick and easy to create a new case with the ticketing system, and even directly from a customer mail if necessary. All the communications between me, my customers and internally at Evatec can then be tracked.

## What benefits do your customers see from the system?

The main benefit for our customers is knowing that we have a firm grip on every issue. Our team have all the information available at the touch of a button to take actions quickly and efficiently. Of course having easy access to the history of all interventions is also great for them too. I can show them how we have supported them in the last months and how fast our response time was for their requests.

\* Effective Q1 2020, David took on a new role in Evatec as Customer Service Manager, Evatec Europe GmpH



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### How do we use the tool within the wider Evatec organization?

Information is available far beyond our local organization too. The local field service engineer and managers can access the system, but also regional or global service and company management can also check what the issues are at any time 24/7. They can see all details of ongoing actions without searching for e mails or having to make phone calls in the middle of the night if problems need to be escalated.

### What other customer advantages do you see for the future?

It's a perfect platform to share know-how as we build up a searchable knowledgebase e.g Solutions for "unusual" problems identified by one engineer can be catalogued so that another engineer in the world coming across a similar set of symptoms later might identify a solution more quickly.

Equally well the specialist knowledge areas and manpower availability of the worldwide FSE pool is mapped for everyone to see. Our local organizations can then easily tap into the global network for quicker support if necessary.

### It sounds like the SMT makes life easy for everyone. Can you just relax the whole day?

Of course the SMT makes many of the daily tasks run more efficiently but the real benefit is the analysis it provides and the time it frees up allowing me to focus on how to help my customers get even more from their Evatec tools. Whether its identifying and fixing repeat issues or optimising their uptime through CIPs high quality transparent data is key. Information really is power!

### Key Features



Global tool for customer service management



Live tracking of all service cases



Searchable knowledge database



Transparency for all service technicians



Service processes KPI measurability



Ongoing service process improvements



Worldwide harmonization of working methods



Good preparation of the FSE for the service order



Tools history easy and for everybody available