

Client Reference

Original Equipment Manufacturer | Baking Equipment After Sales Service

Client Background

Our client is one of Africa's leading suppliers of technologically advanced baking, food service and packaging solutions. They design, manufacture, install and service equipment for all aspects of the baking industry.

Their modern manufacturing plant and assembly and distribution centres in Johannesburg position them perfectly for servicing clients in Africa and around the globe.

Keeping track of equipment at their dispersed clients and providing comprehensive after-sales support posed big challenges. Our client required the help of an asset management partner with expertise in specialist after-sales maintenance and support to assist with these challenges.

” ***Accredited technicians and standardised processes and SLAs applicable to all technicians have improved the quality of work (less rework), improved the response rate to customers' calls and lowered customer expenses as standard contractor rates were agreed with accredited technicians.***

Pragma Intervention

Pragma assisted the client to define and implement their resource and technology requirements for an after-sales service. This included:

- Identifying all existing clients and equipment across SA to build and deploy an accurate install base.
- Developing and implementing standard processes and service level agreements (SLAs).
- Setting up a 24/7 call centre according to their after-sales requirements with associated SLAs, tracking all communication and automating feedback to customers.
- Configuring and implementing On Key EAMs and related apps.
- Setting up a warranty management process in On Key.
- Setting up a technician accreditation process, enabling them with On Key apps to digitise elected work processes, including invoicing.
- Setting up reports to track and analyse feedback trends to improve the service and related operating procedures. Equipment failure trends will be used to improve equipment designs.

Key Challenges

Our client conducted market research and noted that they had to enhance their solution with a formal and comprehensive after-sales service to retain their competitive position and customer loyalty. Customers expected efficient after-sales service and support over the full operational life of their products. They had limited exposure to operational requirements once equipment was delivered and did not have a proper support system in place to meet these demands.

Other challenges included:

- Insufficient details of the SA install base
- A lack of accredited/available technicians to service equipment across SA
- Poor communication structures
- A lack of standardised processes across all regions in SA.



Value Add

- Communication between our client, their customers and contractors is centrally managed and tracked with clients having 24/7 access to support.
- All parties use one system to log breakdowns, dispatch contractors, track work progress, provide feedback and trigger invoicing, enabling full traceability.
- The use of paper is reduced, and with feedback performed on mobile devices at point of work, data velocity increased.
- Accredited technicians and standardised processes and SLAs applicable to all technicians have:
 - improved the quality of work (less rework)
 - improved the response rate to customers' calls
 - lowered customer expenses as standard contractor rates were agreed with accredited technicians.
- Our client has visibility of their customers and related install base.
- Updates to the asset register are process driven and proactive warranty record keeping is in place for each asset.

Tools and Technology

- On Key Enterprise Asset Management System
- On Key Express
- Work Management Mobile Application
- Asset Identification and Verification
- Work Planning and Control
- Change Management