



THE PROACTIVE SERVICE GUIDE

HOW TO ENABLE DEALERS
TO DELIVER EXCEPTIONAL
PROACTIVE SERVICES?

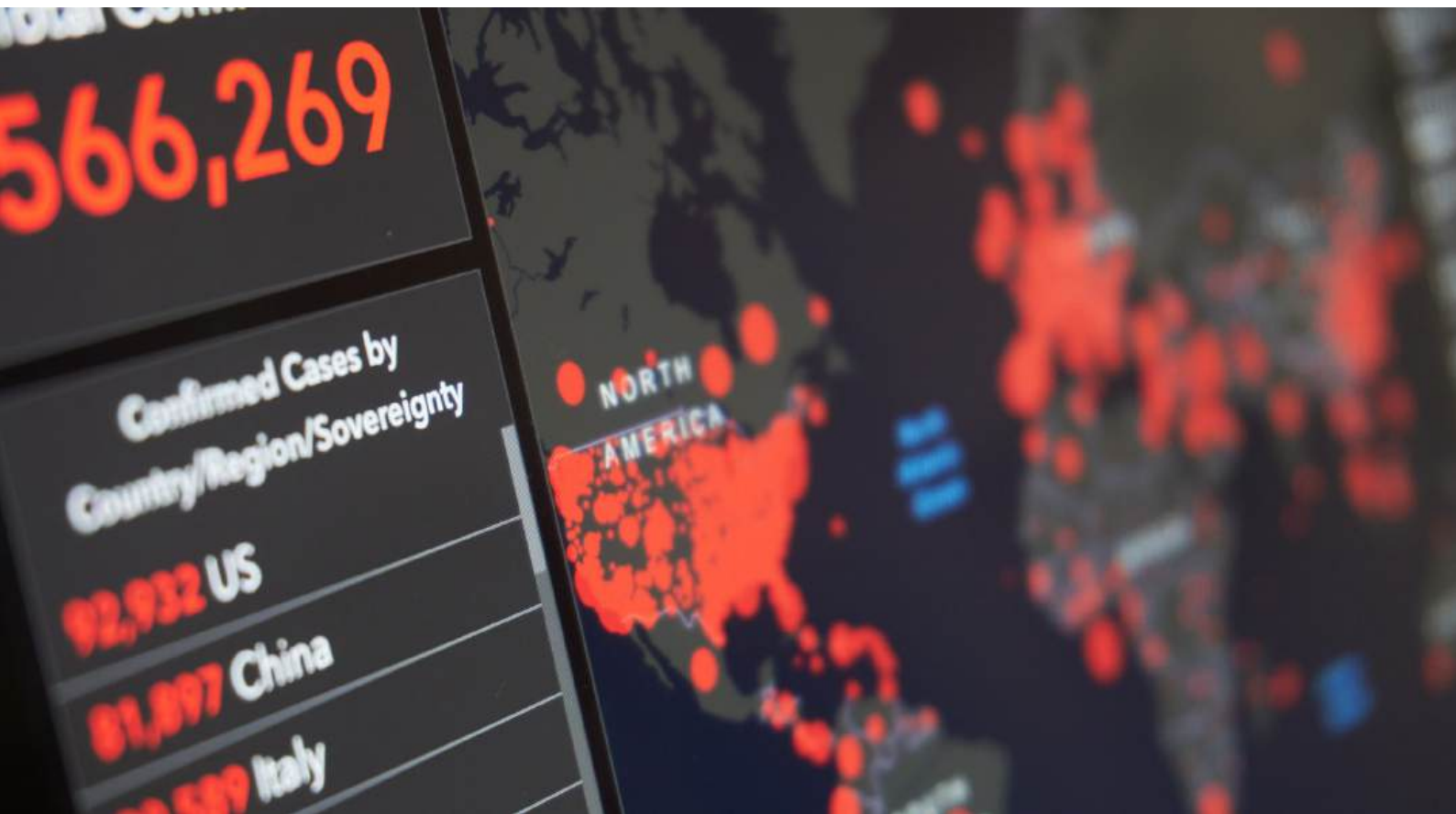


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INTRODUCTION



In today's market, where new machine sales are declining, OEMs are finding it more critical than ever to focus on increasing their parts and service business. This shift is not just necessary to maintain revenue levels; it's also because parts and services represent a significant portion of profitability. Moreover, a superior service experience for end customers has become a key differentiator between good companies and great ones, and slowly but steadily evolves from nice to have to must have in order to remain a relevant player in the space.

In an overly globalized and highly competitive world, manufacturers must go beyond simply offering high-quality products. Why? Because it has never been easier for end customers to switch to another brand if they are not completely satisfied. Therefore, to be recognized as leaders in their industries and to retain customers, OEMs must prioritize exceptional service experiences, which are essential for driving sustainable profitability.

BRIDGING THE INFORMATION DIVIDE

OEMs are facing increasing pressure to maintain strong relationships with their dealer networks. These dealers are responsible for delivering exceptional service experiences to end customers, which is critical for customer satisfaction, brand loyalty, and long-term revenue generation.

However, a significant disconnect exists between OEMs and their dealers regarding access to crucial information, leading to inefficiencies, lost revenue opportunities, and diminished customer satisfaction.



This whitepaper explores the pain points experienced by OEMs, dealers, and end customers and introduces a comprehensive asset management solution that bridges this information gap, enabling dealers to proactively plan and execute services with greater efficiency.

SITUATION AND PAIN POINTS

OEM PERSPECTIVE



OEMs possess a wealth of data related to their machines, including IoT data, service profiles, maintenance schedules, and detailed service manuals. This information is crucial for ensuring that machines are maintained in optimal condition, minimizing downtime, and maximizing the machine's lifecycle value.

However, this data is often siloed within the OEM's internal systems, making it difficult for dealers, and especially technicians, to access and utilize it effectively.

According to a study by PwC, 72% of OEMs acknowledge that a lack of data sharing with their dealers results in missed service opportunities and a loss of potential revenue from parts sales. Additionally, a McKinsey report highlights that OEMs lose up to 15% of potential service revenue due to inefficiencies in service delivery caused by insufficient collaboration with dealers.

SITUATION AND PAIN POINTS

DEALER PERSPECTIVE



Dealers, who are at the forefront of customer interactions and service delivery, face their own set of challenges. Despite being responsible for the entire service experience, they often lack easy access to the critical resources provided by OEMs. And one should never forget, that dealers are oftentimes supplying multiple brands, meaning all of their OEMs provide them with a different set of siloed systems, multiplying the time spent on administration by the amount of brands in their store. The result? Few or no adoption of service tools.

Furthermore, a recent survey by Deloitte found that 68% of dealers report spending excessive time—often over two hours per service call—searching for the correct service manuals and information needed to address specific machine issues. This inefficiency not only affects the dealer’s profitability but also negatively impacts customer satisfaction and loyalty. Furthermore, research by IDC suggests that 60% of dealers are unable to leverage IoT data for predictive maintenance, resulting in lost opportunities to offer proactive services and boost service revenue.

SITUATION AND PAIN POINTS

END CUSTOMER PERSPECTIVE



End customers, whether they are construction firms, farmers, or logistics companies, rely on their equipment to perform daily operations. When equipment breaks down or requires maintenance, they expect quick and efficient service to minimize downtime.

A survey by TechValidate found that 75% of end customers cite service delays and errors as the primary reasons for switching to a different dealer or brand. Over time, this can erode trust in the dealer and the OEM brand, driving customers to churn, further compounding the revenue loss for both dealers and OEMs.

IMPACT OF DISPARATE INFORMATION

The disconnect between OEMs and dealers creates a ripple effect that impacts all parties involved:

- **Inefficient Service Delivery:** Dealers spend excessive time searching for information, leading to longer repair times and increased costs.
- **Missed Revenue Opportunities:** Without access to IoT data and predictive or casual maintenance schedules, dealers miss the chance to proactively offer services that could prevent breakdowns or optimize machine performance, resulting in lost service revenue for both, the dealer and the OEM. A study by Capgemini estimates that predictive maintenance could reduce unplanned downtime by 30% to 50%, underscoring the potential gains from leveraging data effectively.
- **Decreased Customer Satisfaction:** End customers experience longer downtimes and less reliable service, leading to frustration and potential loss of business.
- **Limited OEM Visibility:** OEMs lack insight into the real-world lifecycle of their machines, hindering their ability to provide targeted support and develop or refine service offerings.

THE SOLUTION: INTEGRATED ASSET MANAGEMENT

To address these challenges, we present an integrated asset management solution that consolidates critical information from OEMs and empowers dealers to deliver proactive, efficient, and customer-centric services. This solution provides the following key capabilities:



Consolidated IoT Data and Service Profiles

By aggregating IoT data from machines, service profiles, and maintenance schedules, the solution provides dealers with a comprehensive view of the serviceable fleet and upcoming opportunities. Dealers can easily identify which machines require attention, whether for regular maintenance or imminent breakdowns, and plan their service activities accordingly.

The solution equips dealers with instant access to up-to-date service manuals, parts catalogs, and other critical resources. This ensures that technicians have the right information at their fingertips, reducing the time spent searching for answers and increasing service efficiency. This is particularly important in today's world with severe technicians scarcity, where every second a technician does not spend on repairing a machine but searching for answers or other administrative tasks is a bad second.



Real-Time Access to Service Manuals



THE SOLUTION:

PROACTIVE SERVICE



Predictive Maintenance and Service Planning

Leveraging IoT data, the solution enables dealers to offer predictive maintenance services, identifying potential issues before they lead to costly breakdowns. And this does not even require sophisticated prediction models. Honestly, it would already heavily help to simply follow the maintenance schedules, where machines simply get a seasonal or yearly check-in. This proactive approach not only enhances service revenue but also strengthens customer loyalty by minimizing downtime and maximizing equipment uptime.

The solution fosters better collaboration between OEMs and dealers by providing OEMs with real-time insights into machine performance and service needs, since dealers can confirm or reject proposed services and service protocols are automatically shared. This visibility allows OEMs to develop more targeted service offerings, leverage a new part sales instrument and better support dealers in delivering exceptional customer experiences.



Enhanced OEM-Dealer Collaboration

THE NEW WORLD

A WIN-WIN FOR EVERYONE

Implementing an integrated asset management solution transforms the service landscape for OEMs, dealers, and end customers:

For OEM

The solution provides greater visibility into machine lifecycles, enabling OEMs to increase parts sales and develop new service offerings that align with customer needs. A study by Gartner suggests that companies adopting integrated asset management solutions can increase their service revenue by up to 20%.

For End-Customer

Customers benefit from reduced downtime, quicker service, and more reliable equipment performance, leading to higher satisfaction and stronger loyalty to both the dealer and the OEM brand.

For Dealer

Dealers can proactively manage their service activities, improving efficiency, reducing costs, and increasing service revenue. Access to critical information ensures that technicians can deliver faster, more accurate services, enhancing the overall customer experience. A study by Bain & Company found that dealers using integrated service solutions saw a 30% reduction in service time and a 15% increase in customer retention rates.

CONCLUSION

In today's competitive market, the ability to deliver exceptional service is a key differentiator for OEMs and their dealer networks.

By embracing an integrated end-to-end asset management solution, OEMs can empower their dealers with the tools and information they need to proactively plan and execute services. This not only drives service revenue and customer satisfaction but also strengthens the overall relationship between OEMs, dealers, and end customers.

The future of service delivery lies in collaboration and information sharing—bridging the gap between OEMs and dealers is the first step toward achieving this vision.

Ready to lead this aftersales revolution?

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CEO, WILLIAM BARKAWI