



# Get equipped: Connected aftermarket services

## Transforming from equipment manufacturer to solutions provider

Outdated processes. Flatlining revenues. Digitization. Manufacturers are facing challenges that demand a fundamental shift in direction. While focusing on the quality of the products or equipment that you manufacture is still of utmost concern, that alone is no longer enough. Now, you must also focus on the quality of aftermarket services – and ensure that it's consistent across the full ecosystem, from businesses and consumers to dealers and distributors. Today's customers expect more, and digitization demands it.

When a customer experiences an issue with products or parts, the biggest concern is how quickly they can get back to business as usual; whether that means repairing or replacing the product. Rather than wait until a part needs fixing, you can address potential issues before they arise. Customers expect you to minimize effort and obstacles while reducing total cost of ownership (TCO) with personalized, contextually relevant service at every turn. So, how can you deliver high-quality service while driving efficiencies, revenue, and satisfaction?



## Aftermarket is no afterthought

While average earnings for new equipment hovers around 10%, margins for aftermarket services are 25%.<sup>1</sup>

For many manufacturers, aftermarket services present an untapped business opportunity. As both revenue and profits for products have flattened or declined in recent years, aftermarket services can help bolster revenue and offset growing margin pressures and exposure. [MIT CISR research](#) found that 56% of companies have a system and process environment that limits innovation and excellence.

Approaching these challenges with cobbled-together systems and an outdated strategy creates friction. Manufacturers must adopt new thinking and new technology to deliver the seamless experiences customers expect. To connect equipment, user, and contextual insight, you need to define customer journeys and use real-time capabilities to deliver high-quality service at every turn.

## Unlocking simplicity in the aftermarket

### Orchestrating the connected equipment, dealer/distributor, and user ecosystem

Winning in the digital aftermarket requires service that is **personal, easy, and connected** in a way that supports your customers' business needs. You need to help your customer maximize productive time and minimize effort, while reducing TCO.

Customers expect manufacturers and dealers/distributors to understand what equipment they own to connect them to the resources they need to quickly get running again – whether that's expert advice from a customer advisor, relevant recall information, or instant field service assistance from a functional expert.

## 3 ways to shift the focus to your customers

Here's how to achieve seamless, consistent aftermarket services:

1

Driving customer loyalty and positive experiences starts with personalized service. And personalized service means connecting the dots between your customers, equipment, and dealers/distributors. With the ability to provide real-time updates, connected equipment enables you to anticipate needs and detect events instantaneously. **By applying intelligent automation, you can deliver value-enhancing service in the moments that matter.**

2

Customers want to maximize uptime, reduce operating costs, and ensure safety. When something goes wrong, they want it fixed – fast. **Orchestrate intelligent, frictionless service in the field or in the factory** with the help of digital process automation; which connects the workflow from end to end. This integrated approach ensures that technicians know what they need, no matter where they are.

3

Make sure your aftermarket services are perfect, even when your equipment is not. Unifying disparate systems, data, and processes helps to **simplify the warranty and recall experience** for users, dealers, distributors, and manufacturers alike. Automated and connected processes help make the claims and recall journey more efficient, eliminate disruption, drive compliance, and enable rapid cost recovery – all with less effort than ever before.

<sup>1</sup> Ambadijadi, Aditya, Alexander Brotschi, Markus Forsgren, Florent Kervazo, Hugues Lavandier, and James Xing. "Industrial aftermarket services: Growing the core." McKinsey & Company. <<https://www.mckinsey.com/industries/advanced-electronics/our-insights/industrial-aftermarket-services-growing-the-core>>

## How to make it real (and get real results)

Implementing a simplified approach to aftermarket services requires manufacturers to make three significant changes to the current model:

### Empower better decisions

Leverage a real-time AI engine that recommends the next best action across all channels. Optimize every interaction to improve the delivery of aftermarket services – enhancing ownership experiences, increasing revenue opportunities, and boosting customer loyalty.

### Orchestrate end to end

Bridge the gap between your business, dealers, distributors, key partners, and customers. Implementing end-to-end automation and robotics empowers manufacturers to create effortless user experiences and deliver outcomes with real return on investment – for dealers/distributors and for you.

### Streamline user experiences

Smash silos by designing your customer journeys with connected workflows. Using journey-centric rapid delivery, you can streamline the necessary tasks to deliver outcomes quickly and easily.

**"Pega allows our best agents to get off mundane tasks and focus on value added services. Our most skilled resources are solving our most complex cases."**

– Sr. Manager – Service Strategy, Dell EMC

Whether a user contacts your customer service or technical assistance center directly or seeks service through a dealer or distributor, they expect the same seamless experience. With the help of these new capabilities, you can simplify equipment ownership and drive greater lifecycle value for your customers – while simultaneously driving efficiency and revenue for your business.

Despite many challenges, like growing consumer expectations, complex new technology, and increased recalls, leading OEMs are strategically approaching aftermarket innovation. They are investing in the transformation needed to deliver proactive, digital aftermarket services because they see tangible economic value.

Some results include:

- **400% faster execution speeds**
- **\$50 million annual operating and claims savings**
- **Improved claims accuracy**
- **New visibility**





**"We managed to reduce cost by a factor of four... and eliminated 93% of touches."**

**- Gilles Leyrat**

SVP of Customer and Partner Services, Cisco

## Who's getting it right?

Leading manufacturers are already embracing this approach, with dramatic results.



Cisco used Pega to augment its infrastructure, including an IT enablement platform and global service supply chain, which helped increase resolution speed by 70%.

[Learn more](#)



Xerox uses Pega Mobility to enable customer service engineers to deliver high-quality customer care with greater agility, flexibility, and consistency.

[Learn more](#)



Ford Motor Company uses Pega's One Warranty Solution to integrate with 70 internal systems to quickly adjudicate claims, anytime and anywhere.

[Learn more](#)



**Say hello to seamless, intelligent digital experiences**

To learn more about how industrial, high tech, and medical device leaders are delivering customer-focused aftermarket services, visit us at:

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