



Global PC manufacturer streamlines UK Customer Service Delivery with Triage Services

For this leading PC manufacturer, customer service represents a key element of overall brand value. A leading global manufacturer, ranking among the top 10 IT companies in BusinessWeek's 'Info Tech 100' and one of the fastest growing laptop and netbook brands in Europe – in 2008 this company experienced a 168% growth – thanks to its award-winning products and the close relationships built with leading retailers.

Managing post-sales support efficiently and effectively through such a period of burgeoning market growth was now the priority. With a rapidly growing UK customer base, the manufacturer needed to find a specialist local service partner capable of delivering against a number of critical commercial and customer service goals.

The challenge

Finding the right repair partner is central to delivering the seamless and 'hassle free' customer experience that's enshrined in the brand values of the company, and key to achieving a streamlined post-sales process.

"We needed to work with a partner that could demonstrate superlative engineering expertise, but could also engage in the development of a supply chain that incorporates rigorous spares stock management, close integration with our systems, and comprehensive customer liaison," explains the UK Service Manager.

The company's European service delivery model is underpinned by complex processes that must operate flawlessly. Any exception has to be flagged and escalated, giving the manufacturer the ability to proactively manage each incident. In addition, detailed reporting on engineering performance and processes would enable the company to tightly manage and monitor the performance of its post-sales cost base.

The UK Service Manager reviews the scope of the challenge; "Delivering innovative post-sales services that go beyond customer expectation is our priority. Achieving this depends on real-time information and timely interactions across the entire supply chain. In entrusting an element of our supply chain to a partner, we need to be confident they can add real commercial value to the entire process."

The solution

Following an extensive due diligence review, Triage Services was appointed an accredited Authorised UK Service Provider. Triage's engineering capability and robust process

management expertise played a critical factor in the final decision, as the manufacturer's UK Service Manager explains.

"Triage demonstrated they had the know-how, the ability, and the desire to deliver a streamlined supply chain that encapsulates our customer service ethos."

UK Service Manager

"Triage proactively worked with us to ensure



every aspect of their engineering facility was designed to our specific requirements,” he says.

“They created a dedicated service area at their Houghton Regis Repair Centre, creating a dedicated segregated zone for our products. Here they undertake repairs and securely store and manage a consigned spares stock on our behalf.”

Triage took on responsibility for the in-store or customer premises collection, repair, and return of the manufacturer’s laptop and netbook, product ranges. This entire process must be completed within seven days or under.

The next day collection and rework process is triggered on receipt of a return materials authorisation or RMA from the manufacturer’s European service centre. Triage maintains detailed records on the manufacturer’s own e-service system –for example, any components used during the repair process are logged and tagged against each machine along with a full case history. Triage also generates detailed weekly reports on KPIs that enable the manufacturer to monitor parts usage, cost levels, and garner product-related engineering knowledge. As part of its remit, Triage also undertakes warranty validation, maintains full data protection on consumer laptops and netbooks, and ensures all electronic assets are managed according to EU environmental processes.

The outcomes

The manufacturer now has a dedicated service partner supporting its UK customers. Processes operate according to its brand standards and design, with compliance monitoring and reporting providing assurance that key performance indicators are being maintained.

“Triage proved highly proactive, developing a dedicated repair centre within their own operation. This, together with the devoted points of contact they provide, enables us to perform as a single integrated body,” comments the UK Service Manager.

At the point of the Triage ‘go live’, a unique value-add customer facing communication service was put into operation. To ensure pick up and deliveries run smoothly, courier collection slots are sent to customers via SMS, giving them the option to confirm or reschedule. This has helped reduce missed pick ups and ensures customers are proactively updated.

“We are highly focused on customer service, and Triage has demonstrated its commitment to this ethos,” confirms the UK Service Manager. “What’s more, they recognise that cost-effective service delivery depends on highly refined processes and detailed reporting.”

As a result, the manufacturer has successfully extended its post-sales service delivery to a growing customer base, without having to invest in the development of its own repair centres. “Triage manages the entire repair process and the customer delivery touch points, relieving us to focus on refining the strategic service delivery model itself,” concludes the UK Service Manager.