

100% Transparency Leads to Service Profitability



The pivotal moment came when...

- Limited visibility on service parts and replacement equipment drove costly inventory write-offs
- Manual systems for contracts, entitlement tracking and service level agreements increased administrative overhead and led to warranty leakage
- Inadequate tools for reporting kept service performance a mystery

Applying technology led to...

- A unique installed base management solution with ServiceMax, which kept accurate customer inventories in the warehouse and at depot repair facilities
- Asset-based Contract Management with ServiceMax automated entitlements on warranties including, standard, extended and manufacturer warranties for parts
- The integrated mobile app enables consolidation of manuals, schematics, and provides techs with all of the information required to perform their jobs

The road to success is delivering...

- A 10% increase in service revenues
- A 30% improvement in operational productivity
- Increased First Call Fix Rates
- Service Profitability
- Decreased Cycle Times
- Trend Analysis



When Topcon needed to transform their service organization into a profit center for their company, they turned to ServiceMax to deliver an enterprise field service management solution with field-ready mobile apps. According to Topcon's Director of IT, Gary Yantsos, "ServiceMax was the clear winner for us because it's one of the few products that represents a comprehensive service framework and we had the ability to tune it to make it relevant to our business."

Challenge

Located in Oakland, NJ, Topcon Medical Systems, a part of Topcon America Corporation, engineers, manufactures, distributes and supports diagnostic equipment for the ophthalmic industry. With a legacy of innovation since 1970, they have developed advanced technologies that are used by private doctors, clinics and hospitals across North and South America. Topcon provides service for roughly 8,000 unique locations with a product master containing just about 200,000 serialized items. If there's ever a problem or question regarding an instrument out in the field, an initial call comes into the help desk staffed by about 30 engineers. If the issue can't be resolved at first contact, one of 5 field engineers is dispatched to the location. Some repairs can be done on-site, but in some instances, the instrument may have to be shipped back to them for depot repair.

Making the move to digitize your field service operations is challenging for any business. Topcon knew their service organization had the potential to gain top line revenue, but they needed to elevate the level of support they provided to their customers and really anticipate their needs. "We were buried in paperwork, manual processes, and we were stuck with a legacy client server app," said Mr. Yantsos. "We also had a hard time determining service entitlements so we were essentially giving away free service."



I've got over 380,000 product warranties that I'm keeping track of today. In fact, I can tell you that right now, I have 1,300 warranties that are going to expire this month. I never had that level of visibility before – and now I can actually do something about it."

Gary Yantsos, Director of IT, Topcon

>> Customer Quick Facts

INDUSTRY:
Ophthalmic & Medical Devices

SIZE:
130+ employees
40+ service

HEADQUARTERS:
Oakland, NJ

WEBSITE:
www.topconmedical.com

Topcon determined that there must be a way to lower administrative costs, drive big efficiency gains, and potentially increase service revenues and SLAs. "So as uncomfortable as it was for some to change, it was time for us to consider a fundamental shift in the way that we provide service," said Yantsos.

Solution

To better address these and other problems, Topcon turned to ServiceMax to automate their field service operation. "ServiceMax was the clear winner for us because it's one of the few products that represents a comprehensive service framework and we had the ability to tune it to make it relevant to our business," said Yantsos. Leveraging the out-of-the-box service flows, Topcon was able to set up the application to meet their business needs. Mr. Yantsos likes that, "ServiceMax is a product that has a powerful business process modeling tool built in. It allows you to make the software match a desired business process instead of being stuck in the box like those legacy client-server applications."

Another part of the application that Topcon uses to automate field service is the ServiceMax scheduling tool. According to Yantsos, "This is a product that's got an incredible field service dispatch console built in. There are tools built inside this product that allow you to do workforce optimization." Topcon found ServiceMax to be a solution that can be easily integrated with other systems and support their vision of the 360 degree view of the customer. It has changed how they manage service. "We've given our team access to additional mobile tools coupled with ServiceMax so that when they're done with a repair, they can look at a 20 miles radius around them see that there's an account where a service contract is going to expire this month," shared Mr. Yantsos.



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Gary Yantsos, Director of IT, Topcon

Results

With ServiceMax, Topcon can now seamlessly manage and track customer cases from the call center, through depot repair or out to the customer site in one system. At any time the service organization, as well as sales, has a view into what is happening with customers. Yantsos stated, "I'm happy to say that we've been leveraging ServiceMax for over 3 years to run our entire service organization. We've developed integrations with our ERP and optimized it to ensure all of our products and parts are tracked. And we've seen significant productivity gains."

The business results are nothing less than astounding. By getting in front of issues before they occur, Topcon has seen a ten percent increase in service revenue and a thirty percent increase in productivity. "We're able to get in front of warranty expirations and service contracts, and determine how profitable they are," said Yantsos. "We can track cases from the call center, through depot repair or out to the customer site in a single unified system, decreasing our cycle times."

Topcon also found that the integrated mobile technician app allows them to consolidate manuals, schematics, and all of the information required to perform their jobs—getting customers up and running more quickly than they were prior to ServiceMax. Yantsos shared, "With these results some other interesting transformational things started to happen. This 'holistic adoption' started to occur where service started to share information with Engineering and Sales, Marketing began to leverage system to gain insights on potential leads, and real collaboration is taking place."



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Most importantly, Topcon customers are getting better service than they ever had before. Based on their success with ServiceMax Yantsos said, "Other parts of the business are asking us to implement the same product. So now I'm expanding into new geo-markets and introducing this technology to help other parts of the business gain the same level of insights."