

Global Implementation of Lean Service Processes Delivers Increased Efficiencies at PANalytical



Challenges...

- Multiple disparate systems and processes across regions
- Lack of consistency & visibility into key customer service KPIs hindering the ability to benchmark across regions
- Efficiency issues arising from spare parts management and invoicing cycles

Applying technology led to...

- Implementation of lean, global service processes and performance metrics
- Automated service reporting & insights into key metrics
- Increased technician productivity with ability to work on and off-line
- A more effective and efficient customer service

The road to success is delivering...

- A 10% increase on Net Promoter Score
- Increased first time fix rate on average of 2-3%
- Reduction in total invoicing time from 12 days to ½ a day.

Challenge

For Netherlands based PANalytical B.V. field service plays a critical role in maintaining high customer satisfaction scores and minimising downtime on a product range which includes highly valuable assets, such as x-ray diffractometers and XRF spectrometers.

"Following our strategic ambition to become a customer centric organisation and to adopt lean methodology within our processes, we began an assessment of the business landscape in 2012. We made the decision that our customers had to become more centric to our organisation and everything we do as a company." Says John Oude Egbrink, Global Customer Support Director at PANalytical B.V. "We also knew that in order to achieve this objective we needed to standardise our processes for global service and implement performance metrics for measuring progress on KPIs such as first time fix rate, time to invoice and net promoter score."

With a global presence in more than 30 countries worldwide, the ability to benchmark and create best practices was increasingly difficult due to the use of different systems which included excel files, lotus notes and in some cases, paper-based processes. In addition, for field technicians who were often working in extremely remote environments such as the Australian outback, communication to the back office and administrative tasks such as ordering spare parts and processing invoices was often cumbersome and time consuming.

"Our engineers had to be able to work both on and off-line, this was critical in providing greater efficiency for how they handle their jobs as they are often working in rural areas with no 3g connection" says Oude Egbrink, later adding "One of the reasons ServiceMax was selected was that it also provides so



ServiceMax has helped us in multiple ways as we have transitioned to a more customer centric culture, from standardising global service processes to enabling technicians to share best practices, the system has been integral in driving better results for our customers."

John Oude Egbrink, Global Customer Support Director,
PANalytical B.V.

>> Customer Quick Facts

INDUSTRY:
Laboratory Equipment and Analytical Instrumentation

SIZE:
2,400 employees

HEADQUARTERS:
Almelo, Netherlands

WEBSITE:
www.malvernpanalytical.com/en

much information to them which is quickly and easily accessible. It helps engineers to share best practices and share knowledge amongst themselves which is undoubtedly increasing our first time fix rate."

Solution

PANalytical B.V's desire to increase customer centricity, technician productivity and standardise processes across all regions led them to an analysis of the market for field service management systems in 2012. After conducting regional workshops to clarify existing processes and requirements, the company discovered ServiceMax. The Customer Service function worked with multiple business units including Sales and Marketing, R&D, Supply Chain Management, Application Support and IT to assess how the system aligned with crossfunctional objectives.

"Field service touches many different departments and functions so it was key to get feedback and have them involved in the decision, one important development from the implementation of ServiceMax is the feedback loop we are now seeing between the data that is collected in the field by the technician up to research and development to help improve product design." Says Oude Egbrink. Implementation champions were created in each region for the rollout and the system went live on time and on budget in 2012.

PANalytical B.V also took advantage of ServiceMax's extensive partner network to implement the solution locally in order to integrate with existing systems including CRM and ERP. "We worked with Absi and had a great relationship with them, they were very flexible, very knowledgeable as well as being honest and direct – it's important to have that local knowledge and language resource in my opinion. Absi as an implementation partner quickly picked up what we needed and implemented very fast," he adds.

Solutions

- Core
- ISV Customer Community
- Service Board

Results

The key challenges PANalytical B.V were facing in 2012 have undoubtedly been addressed and key objectives have been successfully completed, Oude Egbrink explains: "Our net promoter score has increased 10% which we are delighted about, in addition our first time fix rate has increased on average 2-3% globally and the most profound thing is our total invoicing time has reduced from 12 days down to less than ½ a day which is very powerful."

ServiceMax reporting and dashboards are also providing insights that the customer support department weren't able to measure before with average response time improving, as well as repeat cases per instrument "we didn't have that visibility before and in the past we used to only be notified when there was an escalation, now we can feed that data back into R&D and prevent that."

PANalytical B.V have plans to expand their field service offerings in the future to react to customer demands focused around remote servicing. "Our customers are demanding high uptime so one of our main ambitions is to put in place systems to minimise downtime through either remote diagnostics or proactive maintenance and we expect ServiceMax to continue to be a key partner in enabling us to deliver this."