

BUSINESS CHALLENGE

A Fortune 500 equipment manufacturing company was in need of a system to process equipment warranty registrations, warranty claim processing, inquiry of equipment warranty, product improvement, program support and equipment claim history

BUSINESS OBSTACLES

- Incompatible and inconsistent warranty claim system
- Inefficient, unreliable and expensive underlying “dial-up polling” technology process
- Warranty claim process had great deal of paper processing requiring multiple steps throughout unreliable error checking applications
- Entered claims had long response time with possibility of rejection and repetition of multiple processes
- Changes and updates to system were complicated and cumbersome to co-ordinate and manage

GOAL

- Reduction of enterprise IT costs by eliminating dial-up polling process and development towards e-business solutions
- Elimination of paper processing with increased user productivity
- Development of efficient web application to complete warranty functions
- Streamlined warranty process through creation of quicker turnaround via easy-to-use interface

PROCESS

- Aquent worked with two different corporate groups to devise targeted solution: host group to meet needs of processing; and dealer systems’ project manager to define dealers’ requirements

- Aquent launched pilot dealer program by limiting number of users in system. Feedback provided improvement to system prior to launch
- Aquent created cost effective multimedia training CD in place of in person training sessions

SOLUTION

- Stabilize current suite of applications to meet current and pressing needs of dealership
- Modified technical architecture to include provisions for user interface to be presented internationally and in multiple languages
- Secured access to the corporate database, allowing dealers information on customers, machines and product improvement programs
- Real-time dealer auditing features added, saving process time and increasing accuracy and consistency

RESULTS

- Global Impact: system is currently used internationally in over 150 countries
- System has been deployed to over 10,000 dealers worldwide
- Application proven to be cost-effective, improving timeliness and quality of dealer interaction on global and day-to-day basis
- Return on Investment (ROI) immediately realized by eliminating old system, which cost over \$1 million a year

- Client’s tradition of excellence in customer service improved due to efficiencies gained
- User productivity up due to dealers’ data input time reduction of 75%
- System more efficient through real-time auditing, allowing dealers to retrieve more claims submitted in first attempt with dealers’ payments received faster
- Client benefits from flexibility, cost savings and satisfied customers and dealers. Dealers save \$700,000 a year resulting from efficient auditing

FEEDBACK

“Aquent’s technical expertise was terrific. They took time to totally understand the project scope and requirements. As a result, dealers have a state-of-the-art warranty information application that is easy to use and helps lower costs and increase profits through reduced effort.”

Project Manager, Dealer Systems

“Where do I begin with WIN? While I work with countless other web sites, the Warranty Information Network is the easiest to use with very little down time.”

Application User Dealership

“The goal was to make the dealer’s job as easy as possible by designing the system from his/her perspective. When you focus on supporting the dealer, the dealer has more time to sell machinery and becomes more profitable. And that has a positive affect of the company’s profitability.”

Business Analyst, Dealer Systems