

# A&E FACTORY SERVICE

## Company Background

One of the world's largest manufacturers of products and appliances for residential and professional use sells more than 40 million products to customers in 150 countries every year, with annual sales of \$13.5 billion.

Products include cooktops refrigerators, dishwashers, washing machines, vacuum cleaners, sold under several esteemed brand names.

## Reasons for choosing A&E

- Coverage to provide quality service to national customer base
- Expert repair technicians trained in the latest technology
- Efficient nationwide system for effective distribution of parts

## Original Equipment Manufacturer Case Study Decision to outsource launches multiple efficiencies.

### Challenge and Goals

The manufacturer had been outsourcing repair of home appliances and floorcare products through 1,500 independent service companies, at great expense and inefficiency. Their goal was to secure a reliable national service network in order to leverage economies of scale and improve ease of doing business. A&E offered the manufacturer a broad-based solution:

- National coverage
- Quality service
- Solid business reputation
- Competitive rates
- Highly trained technicians
- Automated and robust systems and technology
- Experienced approach to call and repair management
- Brand support and enhancement

### Implementation Process

Initiating a nationwide, centralized repair resource was a formidable undertaking that required widespread collaboration between the manufacturer and A&E. The process was multi-layered but so were the advantages, which emerged in the following areas of the repair service operation:

#### Parts Efficiency

A&E's regional parts distribution centers delivered a vastly more efficient system for supplying technicians. Comprehensive analysis of parts needs ensured that vans were stocked with the most commonly used parts, thus increasing the percentage of first-visit completes.

## Technician Training

Training was also a joint exercise between A&E and the manufacturer, offering comprehensive instruction and updates on all relevant product categories. Ongoing initiatives include:

- Regional hands-on training
- On-site training at A&E's main technical center
- Web and conference call training quarterly (smaller independent repair sources simply cannot offer similarly dynamic electronic training resources)

## Call Centers

The manufacturer manages their own call center, which is fully integrated into A&E's scheduling and dispatching system. Customers can interact via:

- Personal call agents
- Voice recognition unit (VRU)
- Website

## Customer Experience

Increased customer satisfaction translates directly to deeper brand loyalty:

- ISO compliance assured a consistent procedure nationwide—and technician expertise was immediately apparent to the customer
- Product feedback from the field gave a better overall picture to the manufacturer than from 1,500 smaller sources whose methods & training varied

## Conclusion

A&E runs 125,000 service calls per year for the manufacturer and is their largest repair service provider. Consolidating their service component into a single national source has helped make their operation more efficient in all areas, including increased complete rates, improved invoicing and claims processes, and a more consistent customer experience. Finally, by working to help enhance the manufacturer's brand image among homeowners, the probability increases that their customers will strengthen their loyalty to their brand when it's time to replace or upgrade their product.



1-800-862-9226  
[www.aefactoryservice.com](http://www.aefactoryservice.com)