

A&E FACTORY SERVICE

Company Background

One of the largest corporations in the world has operations in manufacturing, finance, healthcare, entertainment, and more, including selling service contracts for their own and other brand appliances and home electronics. In their role of third party administrator, the majority of products repaired include kitchen and laundry appliances.

Reasons for choosing A&E

- National coverage and established infrastructure
- Well trained technicians, not only in product technology, but also in creating positive customer experiences
- Technician background checks, including drug testing

Third Party Administrator Case Study Fulfilling a vital phase of the customer life cycle.

Challenge and Goals

Appliance and electronics service and repair are essential phases of the customer life cycle. Ensuring a positive customer experience is vital. The company used a combination of their own technicians to service self-branded products, and outside technicians for other brands—as well as for geographic areas where they do not have sufficient coverage. As product and warranty sales grew, their service call volume tended to fluctuate, often rapidly. Additional service resources were needed.

Accordingly, they sought a large service provider with national coverage that would enable them to service repair customers promptly and professionally. Their goal was to limit the size of their own service force, reduce the number of outside parties they utilized, and keep customers loyal to their brand. Outsourcing with A&E was the strategic decision.

Implementation Process

A&E utilized a client profile to match its capabilities to client needs, including geographic territories, parts, service volume and much more. As a result, establishing A&E as an extension of the third party administrator's service arm entailed collaboration across multiple disciplines, challenges and logistics, including:

Call Centers

A cold transfer system that required customers to use separate phone numbers for warranty confirmation and service scheduling was replaced by an electronic system that accepted customer information once and scheduled appointments directly with A&E.

Technician Training

DVDs and other methods train technicians not only in product repair technology, but also in customer service, courtesy and professionalism. A&E was dedicated to delivering a consistently positive and pleasant customer experience on behalf of the third party administrator.



Account Management

A Dedicated Major Account Manager devotes time and attention horizontally and vertically to the third party administrator. Through conference calls and regular in-person visits, the teams proactively identify issues—both immediate and long-term—that present opportunities for improvement. In addition, the utilization of the A&E Process Management Group helps the teams better understand the service process, and identify the right party to take ownership of an issue to effect its solution.

Conclusion

The third party administrator continues to retain its own large national service force, primarily in large metropolitan areas. Today A&E runs more than 15,000 service calls per month and provides indispensable secondary support, receiving a steadily increasing volume of calls. Calls derive from three main areas:

- 1) Service agreement customers with other-branded products
- 2) Overflow on their own brand product calls, usually in densely-populated metropolitan areas
- 3) Service coverage for more remote areas the company's fleet does not cover, or would not be able to reach for several days

Outsourcing with A&E has helped the third party administrator keep the size of their service force down and helped promote customer loyalty to their brand.



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