



Foto: LANTMÄNNEN MASKIN

SUPPORTCENTER TURNS CASE OFFICERS INTO HEROES AT **LANTMÄNNEN MASKIN**

SupportCenter Plus was implemented quickly and smoothly at Lantmännen Maskin, with measures to improve both user-friendliness and efficiency. It is now a case management hub for all service support and spare parts. “We have a simple, stable solution that turns our case officers into heroes for our customers,” says Johannes Roos, Parts Support Manager at Lantmännen Maskin.



Johannes Roos.

Lantmännen Maskin is a Scandinavian company based in Sweden that imports, markets, and sells tractors, equipment, and combine harvesters under brands like Valtra, Fendt, and CLAAS. It handles both new and used machines.

In the Swedish market, the company is responsible for the entire supply chain from import to sales. It has facilities at around 50 sites throughout the country, offering machine sales, repair shops, and spare parts stores. In addition, there are a number of centers for spare parts delivery located around Sweden.

all. In total, 20-25 people work as case officers.

Two years ago, the two departments got together and came up with a common requirements specification that led to a SharePoint Solution. This provided a baseline that really excited them, and when UDK called, the time was right to take the next step—more systematic case management.

UDK had previously delivered a PIM solution, C4 Contexture, to Lantmännen Maskin, and contacted the company to assess its need for additional services.



Fast Facts: Lantmännen Maskin

- Total staff employed in 2011: 866
- Number of case officers: around 25
- Net sales in 2010, Machinery Division (Lantmännen Maskin and Swecon): SEK 103.28 million
- Annual cases: 30,000-40,000 for spare parts support and 6,000-7,000, mostly of a comprehensive nature, for service support.

High-quality support

Lantmännen Maskin is headquartered in Malmö, where its central spare parts warehouse is also located. This warehouse distributes parts to all of Scandinavia.

The company takes pride in providing high quality support and spare parts to its dealers, something that is easier to do today than previously.

Spare parts support, staffed by eight case officers, used to receive inquiries mainly by phone, but also to each case officer's personal e-mail address. Service support, with twelve case officers, on the other hand, had no organized solution at

A call just at the right time

“They called at just the right time. We wondered if they had a solution for case management and mentioned SupportCenter Plus from Manage Engine. It didn't take a whole lot of demonstrations before we realized that what they were showing us, SupportCenter Plus, would meet our needs,” says Johannes Roos, Parts Support Manager at Lantmännen Maskin. Apart from its functionality, we were impressed by its simplicity.

“UDK rebuilt the portal to suit Lantmännen Maskin and to make it easier to navigate in. We saw right away how user-friendly



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the system is, how customization is relatively easy to do, but also that it has major development potential.”

Quick implementation

Once the wheels were in motion, implementation was fast.

“We planned for an implementation phase of three days, but it went much faster. The staff’s in-house training took about two hours. After that, they could start working in the system,” says Johannes Roos.

Of the 30,000-40,000 cases handled per year, 60 percent arrive in writing via e-mail or the Support Center web portal. The remaining cases come in through other channels, mainly by phone. Now, all cases are handled in SupportCenter, whether they are price or technical support inquiries.

“All types of inquiries handled by our spare parts and service support team go through SupportCenter. Our goal is to receive more cases via the portal and none via direct e-mail to case officers, and to reduce the number of phone inquiries. We noticed that we risk missing registering 10-15 percent of cases when inquiries come in by phone.”

Systematic confirmation of receipt

Johannes Roos explains that about half of all incoming cases are things that can be handled very quickly and do not require much time or energy, while the other half requires considerable processing.

“One major benefit of SupportCenter is that we get systematic confirmation of case receipt, which we lacked before. Until now, confirmation was normally a responsive, rather than proactive process. We have now turned that round and taken control of the situation, providing better value to our customers. What’s more, we can also see exactly which cases are open.”

There are now fewer and fewer cases that go directly to individual case officers and, unlike previously, they can easily register cases directly in the e-mail client.

“We use an add-in developed by UDK that allows us to carry out all the important registration directly in Outlook. They have also created ready-made templates for different types of cases, where the templates also guide the processes.”

Portal for multiple business units

SupportCenter allows multiple business units to connect to a single portal.

“This makes life easy for our customers. Whatever the issue, they can access a portal through which we process the case internally in the way that is best for them.”

One important requirement placed on a case management system was full transparency between their business units.

“Another requirement was to ability to easily transfer cases between case officers, so that no case would go unprocessed because the case officer was sick, for example. Case management should not depend on a single person. Currently, one of the few case officer errors we experience is cases being transferred incorrectly between business units.”

The feedback that Johannes Roos has received from the case officers has been wholly positive.

“SupportCenter Plus has been a huge plus for us because our case handling is now systematic and offers ease of use that allows our case officers to become heroes to our customers. The next step will be to improve confirmation even further by clearly responding when a case is received, and not just sending an ID number.” Moreover, Lantmännen Maskin will increasingly work more with SLAs.”

“In our dialog with our customers, we want to give them the right expectations

SupportCenter Plus

SupportCenter is a complete package solution for managing support and help desk cases from one supplier to multiple different clients. Clients can raise cases, and also monitor and manage them, through a dedicated support portal that is unique to each individual client. **Single Sign-On** and **Quick Reports** are two additions (add-ins) developed by UDK to further increase SupportCenter’s functionality.

about how their case will be processed. They should be told within what timeframe we will resolve it. For this to work, we need to have the right SLA levels, with fixed escalation processes and clear confirmations of progress so we don’t need to field calls about a case’s status. In the long term, we want to display the flow on a shared screen, showing status compared with SLA levels, and be able to allocate resources ad hoc.” Other departments at Lantmännen Maskin have also shown interest in the solution.

“A perfect fit for our needs”

Johannes Roos is very satisfied with UDK’s work.

“You could almost say they lucked out, coming in at just the right time, and have proved to be a perfect fit for our needs. UDK is incredibly driven and dedicated, sees everything as a challenge and solutions instead of problems.

A major reason why we are where we are today is that Support Center is so easy to develop custom solutions in.”

He explains that the UDK has designed the system so that they can populate fields from the case if they want to create a generic solution in the knowledge database, created dedicated searchable fields, and implemented customizations to make categorization easier in the solutions database.

“I’m convinced that development process won’t stop here. The more we learn, the more we see what is possible, which is why we plan to maintain regular contact with UDK. A winning formula has been to leave the door open for UDK to come up with solutions. They quickly understand what we want, and then deliver it. Because SupportCenter Plus is a wholly new product for Lantmännen Maskin, having firm confidence in UDK as a supplier has been critical.”

“They are quick to correct errors and are transparent in all stages. It’s impressive how quickly they have implemented the solution, and we have realized that the solutions get better the freer the rein we give UDK,” concludes Johannes Roos from Lantmännen Maskin. ♦

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