

Is Your Customer and Product Service **Ready** for the Future?

Study Report

Digitized Customer and Product Service
How companies unleash the benefits from digitalization to improve product uptime

Study Design.

Key questions

- How **important** is customer and product support for the success of the business?
- What are **already existing enablers** that directly impact product uptime?
- How radical will **digitalization** change the customer & product support in future?
- What are **key enablers** to improve product uptime in the future?
- What is the **expected benefit** of digitalization in this area?
- What are **key challenges and levers** for the transition?

Study Design

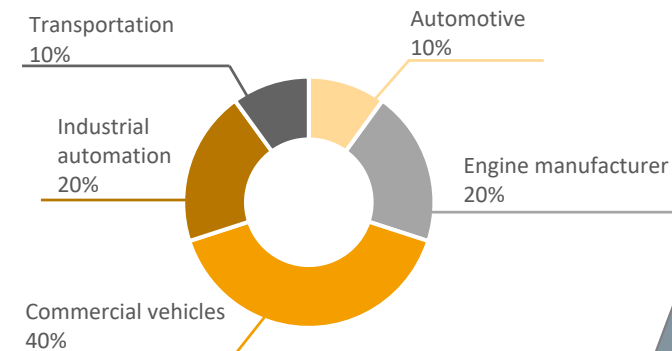
Format

- Personal 90 minutes interviews with experts
- Anonymous and neutralized data analysis

Study Participants

- 10 participants from technology companies across industries
- Focus on customer & product support

Sector distribution



Key Results

- **Importance of customer & product support** for the overall business
- Existing and future (digital) **enablers to improve product uptime**
- **Future strategy** to lead in product uptime
- **Key benefits of digitalization** for customer and business
- **Key challenges and decision** for the transition

Management summary.

- **10 companies from 5 different industries** (commercial vehicles, engine manufacturer, industrial automation, transportation, automotive) participated in the study.
- For all interviewed companies customer and product support is a **strong contributor to the success of the overall business. Services are used to differentiate their products against competitors.** For most of their customers product uptime is also among the **top 3 decision criteria when buying a product.**
- Most companies do not offer premium service packages along with standard services but directly **individualize their offerings to the specific needs of certain customer groups.**
- A typical measure for product uptime is the ratio **‘planned uptime vs. unexpected downtime’** with an expected value of at least 90%. For other measures there are no general quantitative targets.
- Key enablers to improve product uptime in the business **today focus more on improved product and maintenance quality** than on leveraging new digital levers, but all interviewed companies already starting to use digital levers. **Connectivity as a prerequisite** for other digital levers is already **available for a great majority of products.**
- Companies plan to **increase the percentage of services based on digital levers** significantly until 2025. 75% of the interviewed companies are today below 40% and plan to be above 60% in 2025.
- In order to **become a “product uptime leader”** the companies focus on four areas to be implemented within the time horizon of 10 years:
 - Short-term (< 3 years): connectivity and cloud solutions; data analytics for data transmission and better understanding of customer and product usage
 - Mid-term (4-5 years): predictive maintenance to predict failures
 - Long-term (6-10 years): machine learning and artificial intelligence for self-optimization

Interessiert? Nehmen Sie **Kontakt** auf!



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