

Smart after-sales services through the use of service control towers

On behalf of Connekt and Topsector Logistiek and in collaboration with Service Logistics Forum, CQM investigated the use of service control towers in the Dutch industry.

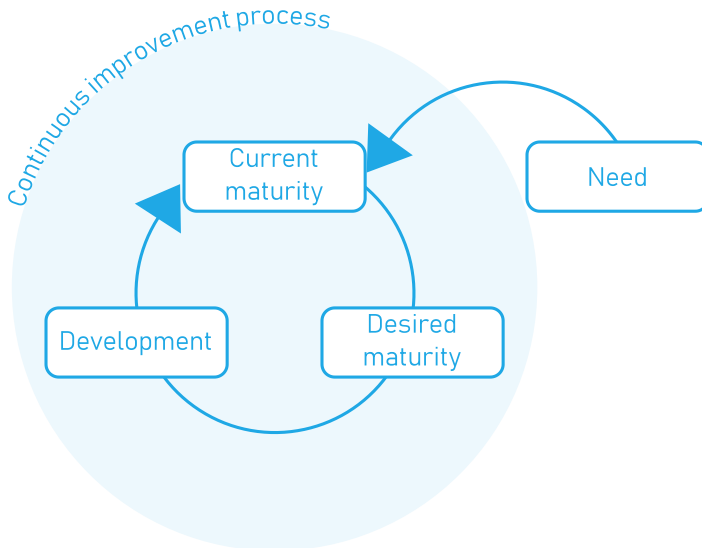
A service control tower is a central system for after-sales support of physical assets using (semi) real-time information to

- monitor relevant aspects of after-sales service,
- anticipate on after-sales service issues,
- support operational service decisions.



Developing a service control tower

The development of a service control tower is based on both the recognized needs and the difference between the current and desired maturity level.



Need for a service control tower

The need for a service control tower may differ, and is mainly driven by a company's degree of servitization, i.e. the level of service that a company offers to its customers, and the organizational and technical complexity of offering the service.





Functionality

DS: Decision Support

Current and desired maturity

The maturity grid on the previous page can be used to assess the current and desired maturity of a service control tower, and thus as a starting point for a development plan. Note that the maturity grid is non-exhaustive.

Interviews also revealed a number of organizational and social considerations:

- Make a service control tower an independent organizational entity to ensure objective, non-biased decision making.
- Let the service control tower support human decision making to achieve the best customer experience.

Added business value

A mature service control tower offers a single source of transparent information and supports (autonomous) decision making. Thereby, smarter service decisions are made, leading to lower costs and a better customer experience.

In addition, a mature service control tower can offer opportunities for new service concepts (such as Mobility-as-a-Service), improve employee satisfaction (by incorporating personal preferences in scheduling), and reduce environmental impact (by reusing assets for different customers).

Contact

Would you like to know more about service control towers or smart after-sales service? Please contact Joni Driessen (driessen@cqm.nl) or Minou Olde Keizer (oldekeizer@cqm.nl).