Customer service

* **USA**
  + “Telephone-based Technical Support Call Center”
  + “On-Site Service”
  + “Internet-based Information and Support”
  + Training services to “prepare customers to operate their FANUC robot or system”
  + “Certified Education Robot Training… to ensure that the future workforce is career ready”
  + New IT system – Noetix for clients to complete own reports => to make better decisions; “success in improving internal processes and ultimately increasing their ability to serve customers”
  + SPARE PARTS from robot.fanucamerica.com/support-services/robotic-parts/default.aspx
    - Order online, by phone
    - For emergency parts landline
    - Certified parts repair service
      * “Genuine FANUC parts, procedures and quality …
      * Equipment repaired to latest factory specifications …
      * All engineering updates installed at time of repair …
      * Testing performed using specialized test equipment …
      * Repair report available …
      * Limited 1-year warranty on replacement parts and labor.”
    - Purchasing already repaired/refurbished parts with 1-year warranty
    - “Exchange Credit program”
      * “returning your defective part when you purchase your new or refurbished part”
      * “We even cover the cost of shipping the defective part back to the repair center”
  + External providers of FANUC products (many in the US)
    - CNC Engineering - <http://www.cnc1.com/Content/About_Us.asp>
      * Engineering + installation practices
    - SE FANUC USA - <http://www.sefanucusa.com/>
      * “provide breakdown, cover, preventive maintenance, support, and servicing at unbeatable prices”
      * Also provide spare parts (three-month warranty)
      * Service + prices
    - ESS Technologies -http://www.esstechnologies.com/Training-Support.shtml
      * “FANUC robotics training and world-class customer support” => maximize ROI
      * “FANUC authorized”
      * Quality check by FANUC as well
      * “provides the pharmaceutical, cosmetics, and consumer goods industries with innovative solutions for robotic packaging systems”
      * Emphasis on training
    - TIE FANUCworld - <http://www.fanucworld.com/>
      * FANUC parts for less
      * “free tech support services”
      * Emphasis on savings – discounts when exchanging broken parts (some parts are exchange only when buying them)
      * Repairing FANUC CNC and FANUC Robot Controls
      * Certified technicians
      * 1 year warranty
  + FANUC using AVAYA Contact Center and Mobility Solutions to provide better customer service
    - Improved technical support services; communication
    - A customer calling again within 36 hours is connected to the same agent they spoke to the previous time
    - Greater customer satisfaction
    - Sorting type of calls that are received
    - More personal support
* **UK**
  + European Automation - <http://www.euautomation.com/uk/>
    - Provider of FANUC, Siemens, ABB, etc. parts and repair services
    - Promotion by saying which big companies trust them for e.g. Nestle, Lindt
      * Across industries => versatile
    - “Automation” – online and offline magazine
      * Provide “insight, opinion, features and special reports for industrial automation professionals”
      * Sharing different opinions
    - Services
      * Quality refurbished automation spares, specialist obsolete & hard to source procurement services, industry leading customer support, automation repair services, automation exchange service, new automation equipment
      * Glocal approach (global + local)
    - Not affiliated to manufacturer
  + FANUC use a mediator, a b2b consulting/advertising agency - <http://www.zuk.de/en/customers-voices/fanuc-fa/>
    - Campaign construction; branding
  + Help from Voice for customer retention (<http://realworldthinking.co/wp-content/uploads/2014/07/FANUC-Case-study.pdf>; <http://realworldthinking.co/portfolio/fanuc-corporation> )
    - Personal brochure/direct mail package from the MD Chris Sumner
    - The brochure shows FANUC’s abilities, qualities, and history (including “FANUC Firsts”)
    - App – “Who’s who”
      * Improve dialogue between FANUC and customers as well as prospect customers
      * Contact/communicate with a team member by searching a specific discipline, product, keyword or name
      * First step in the creation of an iPad-based sales tool which includes product specifications, brand movies, presentations, any updates
    - A short film was created
      * “showcasing the benefits of FANUC’s end-to-end collaborative approach, from initial factory automation concepts, through customization and complete FANUC system installation, to training and after care support”
* Some suppliers are not affiliated to FANUC; sell independently
  + Most sell used robots, parts
* **Ideas and highlights:** 
  + Mediator – consultant to promote FANUC to and search for customers
    - Direct contact
    - Campaigning, consulting, branding agency
  + External service providers
    - Trust issues
    - Financial issues – providing cheaper products and services
  + Customer service forum – share problems
    - Feedback forms?
  + Providing advice on where, which, how many robots to use