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