1.       Customer with maintenance department:

a.       difficult to ask service from outside

b.      Service is requested from FANUC only of the problem is very difficult

c.       Parts are purchased from 3d parties

d.      Service and parts are ordered only in case the parts are mandatory to be sold together with service

2.       Customers without maintenance department:

a.       First call 3d party service and parts suppliers

b.      FANUC is called only in case if 3d parties did not succeeded with the problem

3.       Main drivers for service:

a.       Prices:

                                                               i.      Hourly rate – travel cost is consider as high

                                                             ii.      Cost of the spare parts –especially for old machines

b.      Respond Time

                                                               i.      Collection of the initial information

                                                             ii.      Quote for parts and service

                                                            iii.      WO

                                                           iv.      Intervention planning

4.       Customers would like to see:

a.       Quick respond – via phone preferable

b.       No official order

c.       Without advance payment

5.       Increasing number of customers

a.       Differentiating hourly rates for service and travel

                                                               i.      Better rates – what would be better rates???

b.      Low awareness of Romanian customers and other countries  that FANUC has its own Service Team

                                                               i.      Original spare parts

                                                             ii.      Trained by FANUC Service Engineer

                                                            iii.      FANUC proprietary diagnostic procedures and equipment

c.       During the installation of the new machine in the territory to visit this customer – probably there are also old machines in the workshop as well

d.       Service packages in a fix ( low) price- FA, RM, RO

                                                               i.      What we should include in these packages?

1.       Example for FA – In case of difficult customer service for replacement of the spare part will be free for the first visit

e.      Marketing dedicated to Service and specific market

f.        Visit existing installations – to promote FANUC service

                                                               i.      Visit old customers, which did order service long time ago to check current status

g.       Special packages for old machines  - i.e. parts discount