

Understanding the full potential of best-in-class warranty management



Over the last decade, companies that deliver service have transformed themselves by redefining their approach, offerings, and business models to better serve their customers

This shift in business priorities has been accompanied, and in some cases initiated, by new technology solutions meant to centralize, optimize, and provide an unobstructed view into service processes for the organization. Warranty management software is without a doubt a component of this digital transformation, but not all warranty management systems are built with the power necessary to tackle today's service challenges.

For many firms that manufacture and distribute goods, warranty management represents the pivot point upon which successful service is delivered. For that reason, getting warranty management right—ensuring that the baseline of return, repair, remittance, and contract management is completed effectively—is the bare minimum. Companies looking to grow their businesses, however, need to look outside that binary to what warranty management capabilities will support the growth and enrichment of your business, and what type of execution will pay the greatest dividends within those capabilities.

IFS understands the urgent business need to optimize and reimagine service delivery, and we know where Warranty and Claims management plays a role. The success our customers have shown through their improvement in operational performance and customer retention provide a roadmap for the sort of capabilities you should consider when planning for next-gen warranty management. So—what does that roadmap look like in practice?

Best-in-class warranty management works when it serves the functions of a greater service ecosystem. From the supply chain, to dealer management, to delivery of service, to keeping customer records, each systemic function needs to feed into every other. For warranty management, that naturally uncovers several points of emphasis:

Warranty management must integrate into a broader framework of enterprise systems

This of course means that warranty management works as a function of service management, as warranty is a fundamental component of service, but for the best-in-class, that is not the end of the road. Extending integration beyond that, to resource planning and asset management systems, means that warranty claims feed into a single source of truth that runs throughout the successful operation of an enterprise.

More tips on mastering service from IFS and our customers



Cubic Transportation's Outcomes-based Service Success



How Spencer Technologies Uses Data To Adapt

Three rules of best-in-class warranty management

Consider these three tenets when evaluating warranty management software:

- Warranty management must integrate into a broader framework of enterprise systems
- Systems must be designed to evaluate gaps and bottlenecks, and to build efficiencies autonomously
- Systems need to be calibrated to clarify, audit, and augment relationships within dealer and third-party repair networks

What that looks like, and how it is managed, will differ from business to business, but here is a step-by-step example of how interconnectivity works to the benefit of stakeholders throughout the organization:

- **Connected assets within that equipment feed into an asset management system to verify repair needs, raising a claim before a customer realizes there's a problem.**
- **That claim is instantly referenced against any outcomes-oriented requirements in the customer's contract to ensure SLA compliance.**
- **If needed by virtue of outcomes promised in the customer agreement or business rules established holistically, a loaner machine or temporary fix is dispatched in parallel to minimize downtime.**
- **A technician is dispatched and an advanced planning system ensures that routing, scheduling, and parts management are optimized at the service site, depot, and delivery center.**
- **An in-house technician passes the asset or part to a contracted worker, who assesses, repairs, or replaces based on economic viability as defined by the company, and informed by the SLA.**
- **Reverse logistics systems manage that handoff, as well as remittance and ticket closing.**
- **Customer history is updated, the ticket is closed, and customer experience systems evaluate the success of the interaction in the eyes of the customer.**
- **The data collected through the various steps of service will be used to better calibrate planning and scheduling.**

IFS uniquely excels in scenarios like the one above by offering the greatest combination of solution breadth and depth, ensuring that we are the leader when it comes to the execution of complex service management. This interconnectivity offers benefits throughout the service lifecycle, including the ones listed below.

Systems must be designed to evaluate gaps and bottlenecks, and to build efficiencies autonomously

It's one thing to manage warranty claims, and it's another thing entirely to optimize them. Systems that leave businesses treading water have not effectively prepared them for the next wave. Supply chains, customer information, and service delivery can be fallible, and the best claims management systems build exception alerts into their systems.

These can be beholden to the terms of a specific agreement, such as time to resolution, or overall business goals. For this capability to function at full capacity, it requires the level of integration discussed previously to be in place. Warranty management bottlenecks can emanate from reverse logistics, service delivery, customer experience management, so ensuring that your diverse systems feed into a central location is the key to service success.

Systems need to be calibrated to clarify, audit, and augment relationships within dealer and third-party repair networks

Each supply chain is certainly different, and within those differences there can be subtle permutations that exponentially increase the number of divergences, even within a single product category. For that reason, it's imperative that your software not become a barrier between you and the internal stakeholders through which you manage warranty claims. On an administrative level, this can be accomplished through APIs, but naturally, your own house must be running efficiently for you to extend it outside of your organization.

Systems like IFS are designed to seamlessly integrate contingent, external, and internal systems into a single environment to support these efforts. We understand that there can be a great deal of complexity to get this right, but we're here to make sure that comprehensive integration is delivered on day 1.

The IFS difference

When evaluating the considerations that make for best-in-class warranty management, the choice of a partner that sets you up for optimal success is simple. With its scope of end-to-end solutions, both in service management, enterprise resource planning, and enterprise asset management along with its scalability to even the most complex of business use cases, we have the tools to make warranty management a key component of a business-defining service platform.

Getting warranty and claims management right is just the beginning of the success that we can offer the forward-thinking business.

IFS develops and delivers cloud enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector.

Further information, e-mail to info@ifs.com, contact your local IFS office or visit our web site, ifs.com

