**Customer Service Business Process Description – NextTech**

**1. Introduction**

At NextTech, Customer Service is the vital link between our innovative smart manufacturing solutions and the businesses that depend on them. Serving B2B customers across the European Union, our service organization delivers technical expertise, rapid issue resolution, and proactive guidance to maximize the value of our automation systems and digital twin SaaS platform.

Our customer service process integrates **ServiceNow for case management**, **Salesforce Service Cloud for customer interactions**, **SAP S/4HANA for service parts logistics**, and **Microsoft Azure AI for predictive support**. This technology foundation enables us to deliver consistently excellent service while capturing actionable insights to drive product improvements.

**2. Key Objectives**

* Deliver first-contact resolution for 85% of technical inquiries
* Maintain 90%+ customer satisfaction (CSAT) scores
* Achieve <2 hour response time for critical manufacturing system issues
* Reduce repeat cases by 15% annually through proactive support
* Capture 100% of product feedback for R&D prioritization
* Optimize service costs while improving customer outcomes

**3. Process Steps**

**3.1 Case Intake & Triage**

Every customer interaction begins with our intelligent intake system. When a request (see process model element “Request”) arrives through web, email, phone, or embedded IoT alerts from equipment, **ServiceNow's virtual agent** conducts initial triage using natural language processing. The system analyzes over 50 attributes—including contract type, equipment model, and error codes—to route cases with precision.

Critical manufacturing system issues automatically trigger our **Priority One protocol**, which:

* Pages the on-call engineer
* Creates a bridge line for cross-functional response
* Updates the customer's dashboard in real-time

For standard inquiries, cases route to specialized queues:

* **Technical Support:** Field engineers with OEM certifications
* **SaaS Operations:** Cloud platform specialists
* **Service Parts:** Logistics coordinators managing 35,000+ SKUs

**3.2 Diagnosis & Resolution**

Our tiered support structure ensures each case receives appropriate expertise. Level 1 technicians access **Azure-powered knowledge bases** containing:

* Equipment schematics
* Error code decision trees
* Resolution videos from similar cases

When escalation is needed, cases transfer to:

* **Level 2:** Product specialists who can remotely access systems (with customer permission)
* **Level 3:** Engineering teams who review system logs via secure connections

For hardware issues, **SAP Integrated Business Planning** optimizes:

* Technician dispatch (considering skills, location, parts inventory)
* Parts delivery from our 12 European warehouses
* Loaner equipment logistics

**3.3 Proactive Service & Preventative Maintenance**

Moving beyond break-fix support, we've implemented:

**Predictive Maintenance:**

* IoT sensors on 8,000+ installed systems feed data to Azure Machine Learning
* Customers receive alerts when components show abnormal wear patterns
* 62% of service visits are now scheduled before failure occurs

**Customer Success Program:**

* Dedicated managers for strategic accounts
* Quarterly business reviews measuring ROI
* Early adoption workshops for new features

**3.4 Feedback Management & Continuous Improvement**

Every closed case triggers:

1. **Automated CSAT survey** (measured via NPS and 5-star ratings)
2. **Root cause analysis** for cases exceeding resolution targets
3. **Product feedback tagging** in Salesforce for R&D prioritization

Our **Voice of Customer Council** meets monthly to review:

* Emerging issue trends
* Service process bottlenecks
* Training needs identified from case audits

**3.5 Service Commercial Operations**

For non-warranty services, we provide:

* **Transparent quoting** via integrated SAP pricing
* **Real-time approvals** through customer portals
* **Consolidated billing** matching their procurement requirements

Service contracts renew through:

* Automated 90-day reminders
* Usage-based pricing adjustments
* ROI reports justifying continued investment

**4. System Integration & Automation**

* **ServiceNow:** End-to-end case management with IoT integration
* **Salesforce Service Cloud:** Customer communication hub
* **SAP S/4HANA:** Service parts, contracts, and billing
* **Microsoft Azure AI:** Predictive maintenance and knowledge recommendations

**5. Key Performance Indicators (KPIs)**

**5.1 Responsiveness**

* **First Response Time:** 47 minutes (Target: <60 min) - Tracked from case creation to first meaningful update
* **Critical Issue Resolution:** 1.8 hours (Target: <2 hrs) - Measured from Priority One trigger to all-clear

**5.2 Quality**

* **First Contact Resolution:** 83% (Target: 85%) - Cases closed without escalation
* **CSAT Score:** 91% (Target: 90%) - Average of post-case surveys

**5.3 Efficiency**

* **Cases/Engineer/Day:** 8.2 (Target: 8) - Balanced with quality metrics
* **Preventative Maintenance Coverage:** 62% (Target: 65%) - % of installed base in predictive program

**5.4 Business Impact**

* **Service Revenue:** €185M annually (23% margin) - SAP service P&L reporting
* **Contract Renewal Rate:** 89% (Target: 88%) - Tracked by customer segment