



What's Next in Aftermarket Services?

How manufacturers can future-proof their business by implementing better aftermarket programs.



89% of customers say that poor service damages their impression of a brand and 75% say they have stopped using an organization's services because of a poor customer service experience.

*Webinar, "Source: IDC, Product and Service Innovation Survey"

Why current attempts in aftermarket services fail



Manufacturers have trouble identifying, hiring, and retaining service talent



Slow turnaround and inability to scale create barriers for expanding into new markets



Some manufacturers are unable to think beyond parts and warranty service in their aftermarket offerings



Too much focus on current needs instead of future customer needs



Inability to scale hyper-personalized or relevant messaging to customer base



Collaboration across teams is difficult and fails too often



Digital transformation is slow and lacks prioritization within the organization



Technology solutions are complex and difficult to implement



Data is siloed and widely distributed causing slow response times and poor decision-making



To reach their goals, organizations must adapt to new processes and technology.

When we asked, “What are your organization’s top goals for 2021-2022?”



Digitally enhance our products, services, & customer experiences



Future-proofing our business—ensuring our business and operating modules are viable in the future

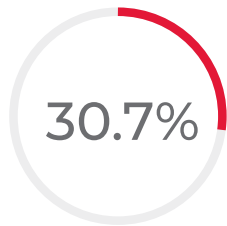


Create new revenue streams from digital and digitally enhanced offerings

Our Insight: Most manufacturers recognized digital enhancement and creating new revenue streams as paramount to the future of their business.

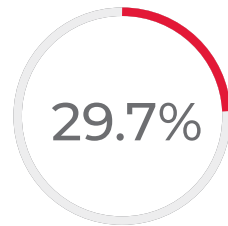
*Webinar, “Source: IDC, Product and Service Innovation Survey”

In response to, “Which of the following are part of the future plans for your organization’s product lifecycle management (PLM) and service approach?”



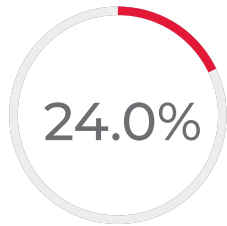
30.7%

Create customer portals for self-service and as a trigger of service events



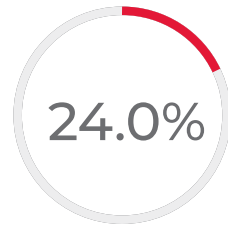
29.7%

Enhance product customization, personalization, or configuration capabilities



24.0%

Have a closed-loop process between product design/formulation, manufacturing, and inmarket service & product usage



24.0%

Use after-sales service to drive new revenue opportunities and increase profits

Our Insight: Only 24% of manufacturers plan to use aftersales services to drive new opportunities and increase profits.

And, finally, “How would you assess the current status of digital transformation at your organization?”

Our Insight: Less than 30% consider digital transformation as integrated, and labeled their DX initiatives as too short-term focused and only operating on a functional level. These are organizational-wide shortcomings and will hinder innovation.



Prioritizing aftermarket services now can solve business problems in the future

Original equipment manufacturers (OEMs), dealers, and parts suppliers who take action now are not just focused on solutions for today but are setting themselves up for success in the future.

“Manufacturers have to think beyond parts and warranty service sales... We’re putting a heavy bet on connected services like predictive diagnostics and tools for fleet efficiency to help them with advanced preventive maintenance programs.”

NAVISTAR

Josef Kory, Senior VP, Aftersales,
Navistar

“Consumers are performing maintenance service on their own vehicles, appliances, and homes. But as smart technology increases, and repairs become more complex, self-servicing will become too difficult. In response, we are now using profits from parts and repair sales to improve the trustworthiness of our own services for the future.”



Michael Soutter, VP Aftersales,
Nissan North America

Bringing data together into one tool or platform helps OEMs and dealers scale 1:1 customer messaging.*

*Webinar, “Source: IDC, Product and Service Innovation Survey”

The Future of Aftermarket

Even as the customer journey changes, the principles behind each step of the way shouldn't.



**Parts Traceability from
Supplier to Asset Owner**



**Service Culture
& Engagement**



Enhanced Service Models



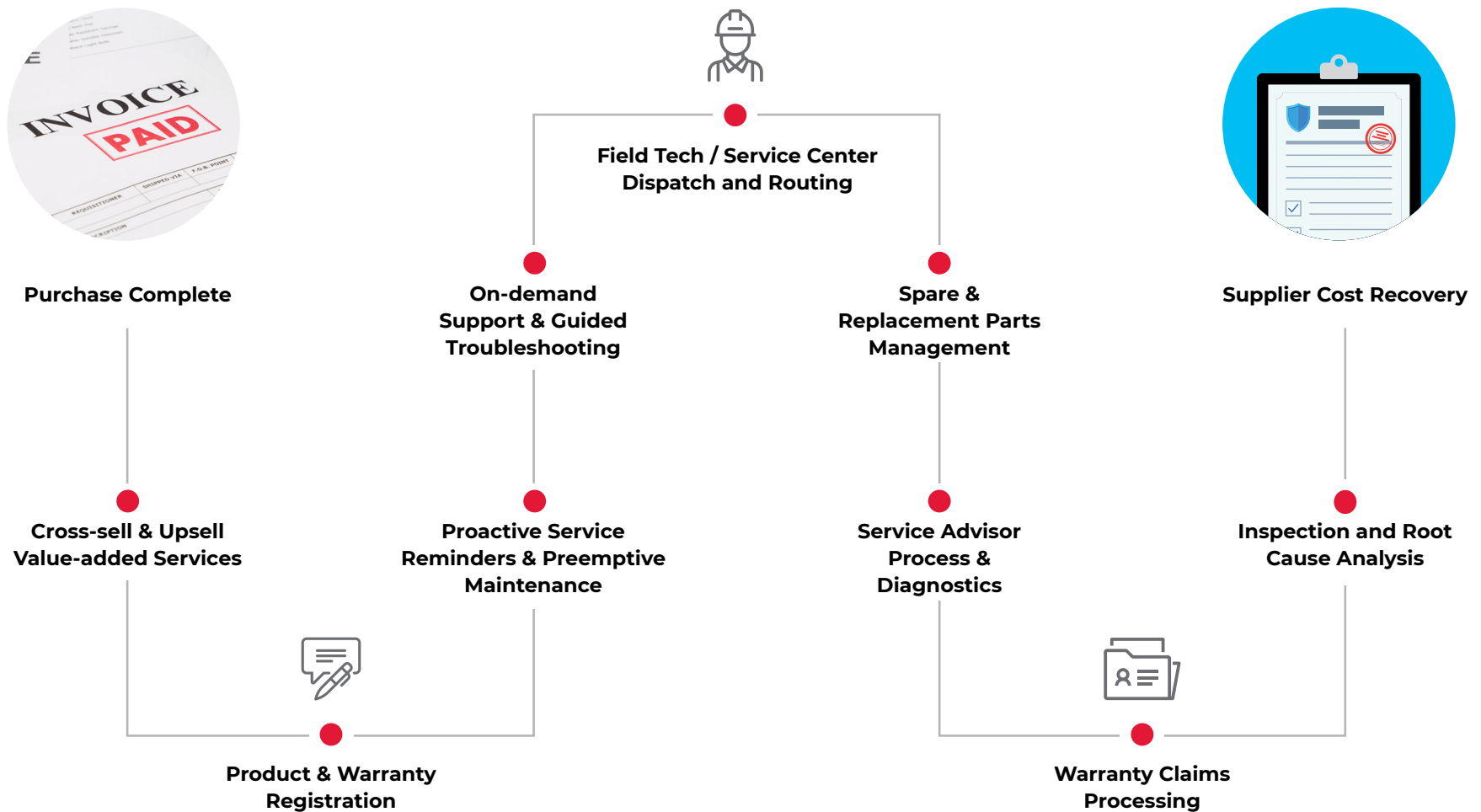
**Customer Value
& Personalization**



**Product Feedback
Between Customer
& OEM**

Transforming and Digitizing the Aftermarket Journeys

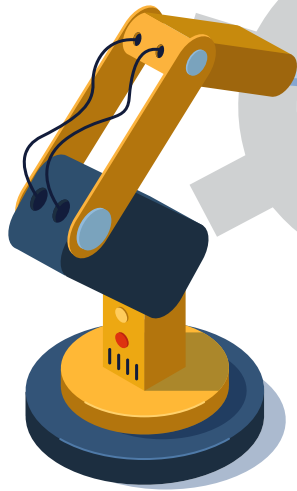
Understanding and meeting customer needs has become more difficult than ever. OEMs, dealers, and parts suppliers must connect key aftermarket moments and business outcomes end-to-end, one journey at a time.



Tech Mahindra's AftEAZE framework utilizes the foundational levers of the Pega platform to deliver customizable and modular solutions across these pillars:

Service Transformation

Leveraging digital tools for improving service quality



Sales & Marketing Transformation

Extending the customer lifetime value

Connected Platforms

Managing lifecycle cost and focus on "customer uptime" enabled by technology

Parts Transformation

Parts management for enhancing service parts availability

Reverse Logistics & Recovery Support

Support parts return, inspection & recovery processes



Why you should consider Tech Mahindra & Pega

Tech Mahindra's award-winning Pega technology practice has delivered transformation success to OEMs, Service Providers, and Asset Owners across manufacturing. Powered by Pega and delivered by Tech Mahindra, AftEAZE enables innovation, strong business differentiation, and improves customer value.

What you can expect



End-to-end automated warranty management process that is standardized, pays the right amount and eliminates claim variability



Re-engineered and standardized extended service contract processes



Fully automated contact center processes aiding customers, customer support and field service technicians, with a knowledge base of service history, error codes & related manuals



Ensure first-time right servicing by identifying expensive parts and their replacements



Improve cross-sell/upsell by presenting customer with the next best offer / action based on customer profile

What to look for in an aftermarket services partner

Manufacturers (OEM), dealers, and parts suppliers have repeatedly mentioned that they look for strategic partners who:

- Engage with a “Value led delivery” mindset
- Understands and can counsel on their digitization journey
- Is agile and can help them evolve with industry changes
- Can process disparate data into actionable insights
- Offer flexible commercial models

How to choose a technology platform

Key criteria for choosing the best aftermarket business platform:

- Ranked in leader quadrants across industry analyst reports
- Allow enterprises to quickly build and evolve applications using low code technology
- Scalable integration architecture for global implementations
- Deliver innovative software
- Comprised of all technology levers such as BPM, AI, Analytics, RPA within the product



About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and the society to Rise. We are a USD 5.1 billion organization with 141,100+ professionals across 90 countries helping 1123 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. Tech Mahindra is one of the fastest growing brands and amongst the top 15 IT service providers globally.

Tech Mahindra has consistently emerged as a leader in sustainability and is recognized amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today, and believes that the 'Future is Now'.

About Pega

Pega delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.

References

***Webinar, "Source: IDC, Product and Service Innovation Survey, May, 2019" and International Data Corporation (IDC)**

To learn more about AftEAZE, the aftermarket solution powered by Pega, **click here**.

To learn more about Tech Mahindra's Pega practice, **click here**.

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