

CRM – Service

Makes it profitable for you to deliver superior customer service.

Key Benefits

- Win loyalty by exceeding customer expectations
- Place tighter controls on costs
- Organize service resources for maximum efficiency



CRM – Service

Great Service Made Profitable

When it comes to service, your customers have high expectations. Given the many service organizations out there, you know that you can't afford to disappoint them. Providing great service, however, can be costly.

But what if extending the services you offer to meet increasing customer needs was profitable?

The CRM – Service application area in Navision Attain helps you:

- Profit from existing customers by providing better service levels.
- Place tighter controls on costs.
- Organize your resources for maximum efficiency.

Win Customer Loyalty

With CRM – Service, you can profit from your existing customers because you respond to their needs effectively and consistently. You make each customer feel like a VIP because of the highly personalized service you offer. You satisfy customers and ensure their loyalty because you improve service levels, response times, and reliability.

Create Personal Customer Profiles

You create a personal profile for every customer, so you're always up-to-date on the changing needs of each customer. For example, you offer your customers billing flexibility and the opportunity to specify preferred technicians and service times.

Meet and Exceed Expectations

CRM – Service helps you take customer satisfaction one step further and exceed customers' expectations. You can:

- Quickly and easily access customer service history.
- Anticipate customer needs.
- Maintain real-time records, such as the date,

NAVISION®
The Way to Grow

time and Service Tasks.

Your employees have the tools they need to respond to customer needs effectively and consistently. And your customers are saved the frustration of having to repeat the same information over and over again. The reward? Loyal, satisfied customers.

Control Costs

With CRM – Service, you maintain tighter controls on your inventory. Your operations are more cost-effective because you're always up-to-date and well-informed as to the current status of your inventory. And you're free to make more cost-effective decisions. For example, you can see if two differently priced spare parts in your inventory perform the same function and eliminate the more expensive one.

You are able to pinpoint out-of-date, defective, undependable and unnecessarily expensive spare parts and service items in your portfolio. More importantly, you can identify your most cost-effective spare parts and service items at a glance, as well as the hidden spare parts and service items that may be adding unnecessary costs to your operations.

Know What to Do and When

If you want to be cost-effective, you have to plan ahead. With CRM – Service, you make good purchasing decisions because you know what orders need to be filled and when.

You can:

- See whether the spare parts and items you need are available when you need them.
- Gather your requisitions so you know what needs to be ordered and when for all your open service orders.

Your employees fulfill orders more efficiently because lengthy and often costly processes are automated. And as your employees save time, you save money.

You gain immediate access to customer contracts and warranties, and service information. What's more, you spend less time tracking vital information and you can allocate zones, skills and service items to match the specific service order.

Organize Resources

You become more efficient with an enhanced overview of your company's service resources and customer needs. You significantly improve the overall handling of your inventory, employees and response times.

You use CRM – Service as a planning tool for future resource allocation, and as a result make smarter business decisions faster.

Avoid the Surprise Factor

You identify service requirements in advance, and your dispatchers and technicians have accurate and up-to-date information on future demand. This means you're better equipped to deal with customer needs.

What's more, you pinpoint problem areas. And, the faster you identify problems, the faster you resolve them. The overall efficiency of your organization increases because your employees have the tools they need to respond quickly to problems. More importantly, they have the power to prevent them from recurring.

Ask Your Partner

To learn more about the CRM – Service within Navision Attain, contact your local Navision Solution Center. They have the expertise to design a solution that fits your specific business needs. Or, visit our Web site at www.navision.com.

About Navision

Navision a/s is a leading global provider of cost-effective and adaptable integrated business solutions that help companies in their quest to grow. The company has more than 127,000 customers worldwide, a global network of more than 2,200 partners, and 1,065 employees in 26 countries. The

NAVISION®
The Way to Grow

Navision product line consists of Navision Axapta®, Navision Attain®/ Navision Financials®, and Navision XAL®. Navision a/s was created through the merger of Navision Software a/s and Damgaard A/S in December 2000. Its shares are listed on the Copenhagen Stock Exchange (CSE: NAVI). The company is headquartered in Vedbaek, Denmark. You can learn more about Navision a/s on the Internet at www.navision.com.

Copyright © 2001 Navision a/s, CBR No. 76 24 72 18. The trademarks referenced herein and marked with either TM or ® belong to Navision a/s. The names of actual companies and products mentioned herein may be the trademarks of their respective owners. No part of this document may be reproduced or transmitted in any form or by any means, whole or in part, without the prior written permission of Navision a/s. Information in this document is based on Navision Attain version 3.10 and subject to change without notice. All rights reserved.

Address:

Navision A/S
Frydenlunds Allé 6
2950 Vedbaek
Denmark
Tel +45 45 67 80 00
Fax +45 45 67 80 01
www.navision.com

NAVISION®
The Way to Grow

Data Sheet

Key Features		Description
Service Management	Item	<ul style="list-style-type: none"> • Register all your service items and parts, including serial numbers, contract information, component management and BOM references • Access the service level agreement information concerning, for example, response times and warranty information • Track all components of a service item and view their status, for example, find out if a component has been replaced, when it was replaced, and how many times • Access key business indicators on service items, for example, view the cost, income or profit of the service associated with a given service item in any chosen time frame • Improve your troubleshooting capabilities by providing guidelines and procedures for solving service issues
Service Order Management		<ul style="list-style-type: none"> • Register after-sales issues including service and repair requests, and service orders • Automatically generate service orders, according to the terms stipulated in the service contract • Enter critical information from call center or repair shop • Register ad hoc or one-off service orders • Create customers and service items on-the-fly • Manage equipment lent out to customers • Access complete history on service quotes and service orders through the Service Order Log
Service Contract Management		<ul style="list-style-type: none"> • Set up an agreement with the customer concerning the service level to be delivered • Create contract quotes and contracts using standard or predefined templates • Have the program automatically create contract renewals and contract invoices • Record details on service levels, response times, and discount levels of each contract • Enable flexible invoicing of contracts • Instant access to contract profitability measurement • Access history of each contract, including associated service items, used parts and man-hours
Planning and Dispatching		<ul style="list-style-type: none"> • Assign personnel to work orders • Assign service personnel and field technicians according to availability and skills • Gain an overview of service load levels and service task prioritizations • Handle task escalations efficiently
Job Scheduling		<ul style="list-style-type: none"> • Automatically perform service-oriented tasks, for example, send out e-mails to customers upon completion of service of their service items • Perform automatic periodic checks on how many open service orders you have, and print them as a report

System Requirements

Same as Navision 3.00 / 3.01/3.10

NAVISION®
The Way to Grow