

# Utilizing Customer Insights to Improve the Service Experience

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# Service Agreements: Which One Would You Choose?



# Much Opportunity to Improve Based on Comments



*"I feel like it's something we have to do; not something I enjoy."*



*"I think for the most part they're very quick."*



*"He's fighting to get as low a price as possible."*



*"Its not uncommon ...for a service technician to come in that has his head in the sand."*



*"You never know what's going to happen...you have to have insurance."*



*"She doesn't like it. Its like Friday afternoon and something's broken."*



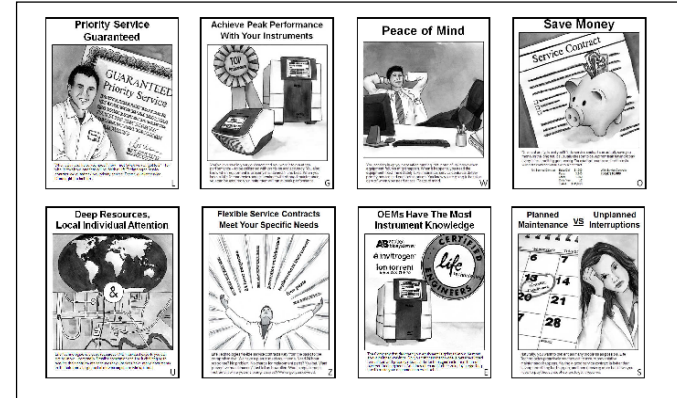
*"He probably has all his service contracts. I don't want to be stressed."*

# Structured Conversations to Understand Motivations

## Association Study



## Messaging



## Best-in-class Service



## Next Generation Service



# Proactive, Helpful & Responsive = Good Experience



*“The promptness in getting in touch and getting out there and fixing the problematic instrument.”*



*“I really appreciate it when I get an email from the company saying, oh, by the way, your service contract is coming up for renewal.”*



*“When they’re doing the service, will give us other hints.”*



*“People came in, in a timely manner, solved the problem. That’s it.”*

# Change, Demeanor & the Unknown = Bad Experience

## Focus Areas

## Customer Comments



### Inexperienced or New Engineer

*“A bad one would be our primary, or even secondary guy, couldn’t come in. And, someone comes in and I have to watch over them to make sure that they don’t do certain adjustments that require us to revalidate the whole system.”*

*“You know you’re in trouble when the engineer is on the phone a lot.”*

*“Every time I get a good engineer, they promote him.”*



### Engineer Demeanor

*“I had one engineer that was on the phone the whole time talking to his girlfriend. I was thinking get off the phone and fix my instrument.”*

*“Some guys come in grumpy and that puts you in a bad mood. You don’t want to be around them so I just leave the lab. A simple smile can make all the difference.”*

*“The repair guy spent the whole time talking about what a bad job the guy before him did. Doesn’t he realize that looks bad for his company.”*



### The Unknown

*“Sometimes I’ll request a service call and won’t hear back for hours.”*

*“Looked like he did a couple quick turns and left. I could have done that.”*

# Customer Insights Drive Training Success



Listen to Your Customers



Empower Your Team



Measure and Reward

# Listen to Your Customers

## Focus Areas

## Customer Comments



### Setting Expectations

*"The Engineer told me he would be in at 9 this morning. He never showed up and never called. He finally showed up after lunch and was mad when I told him I was busy and he had to come back. Very disrespectful of my time."*

*"She said she would call me right back. She never did, I had to call back in to get my problem solved."*



### Attitude and Ownership

*"The Engineer said that my instrument isn't the problem, he said it was my samples. But when I asked him what I could do to fix it, he said 'that isn't my job, call someone else'"*

*"Some guys come in grumpy and that puts you in a bad mood. You don't want to be around them so I just leave the lab. A simple smile can make all the difference."*



### Communication

*"Sometimes I'll request a service call and won't hear back for hours."*

*"Looked like he did a couple quick turns and left. I could have done that."*



# Empower Your Team To Solve

- Created a Global Project, staffed from within our team
  - Content created by the team, for the team, based on customer feedback
- All Training was done by team members
  - Great development opportunity, made training stick, created experts
- Rolled out in a measured, phased approach
  - Allowed for improvement, customization for each team

Avoid the 'Flavor of the Month' Syndrome!



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# Training Framework

Quality

Customer Relationship

Process

Understanding the Customer's needs

Setting Customers' expectations correctly

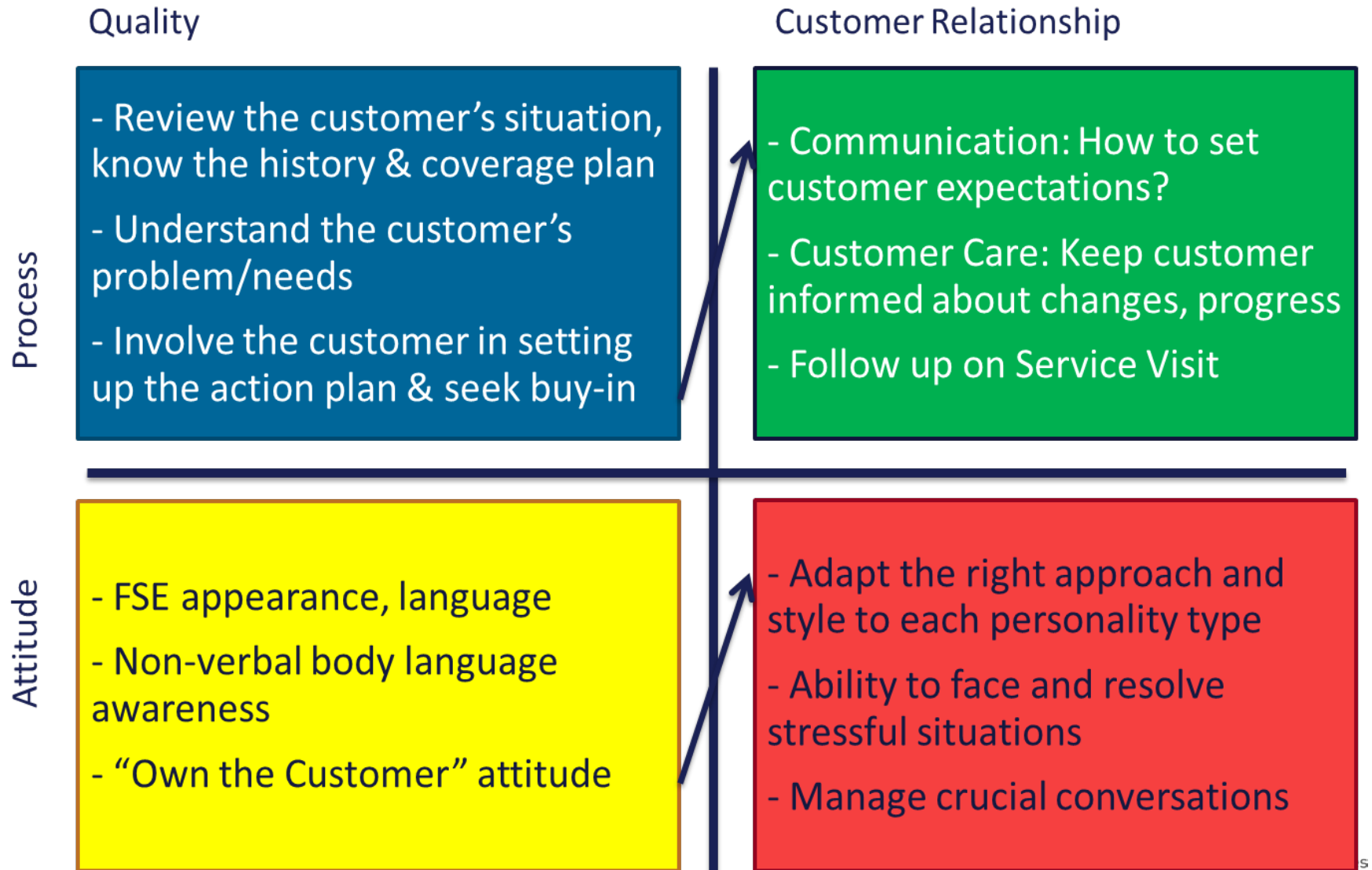
Attitude

Radiating "Customer first always" Attitude

Managing crucial situations

technologies

# Customer Experience Program Essentials



# Making the Customer Experience Philosophy Stick



- NPS Results in bonus plan
- Incentives to increase responses

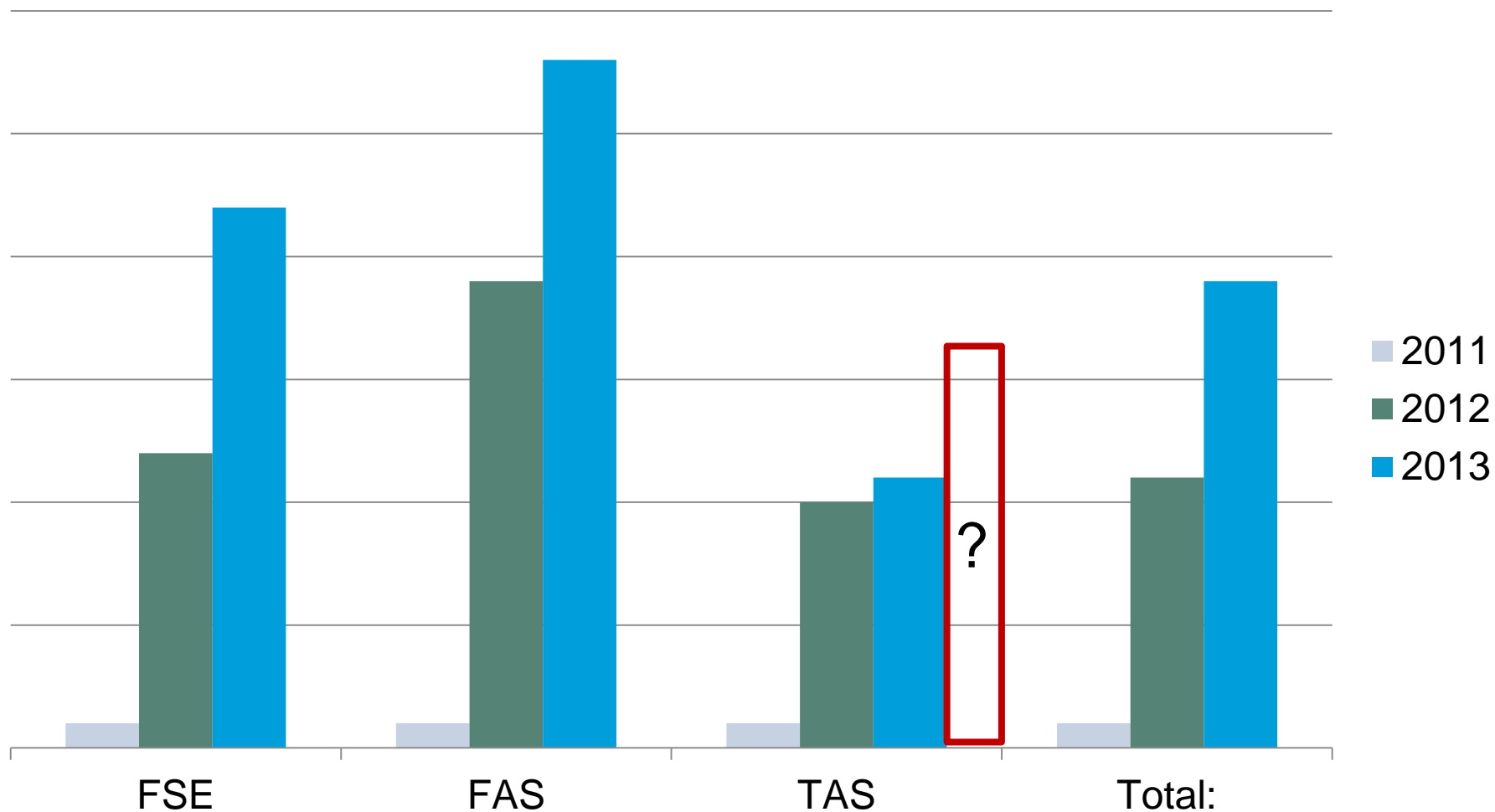


- On-Going Training
- Mentor Network for Guidance
- Yearly Content Updates

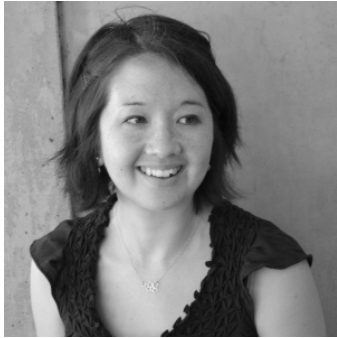


- NPS Targets in APG's
- NPS Monthly Reporting
- Follow up on all Detectors

# NPS Improvement For Customer Teams



# Customer Insights Define A New Digital Experience



“““

Just make it easy for me to get the information I need.

— *End User,  
University research lab*



“““

If I know an instrument is not performing well over time, its time to replace it.

— *Facilities Manager/Metrologist  
Small Diagnostic Company*



“““

I need to justify capacity in my lab. It's a business.

— *Core Lab Manager  
Major BioPharma Company*



“““

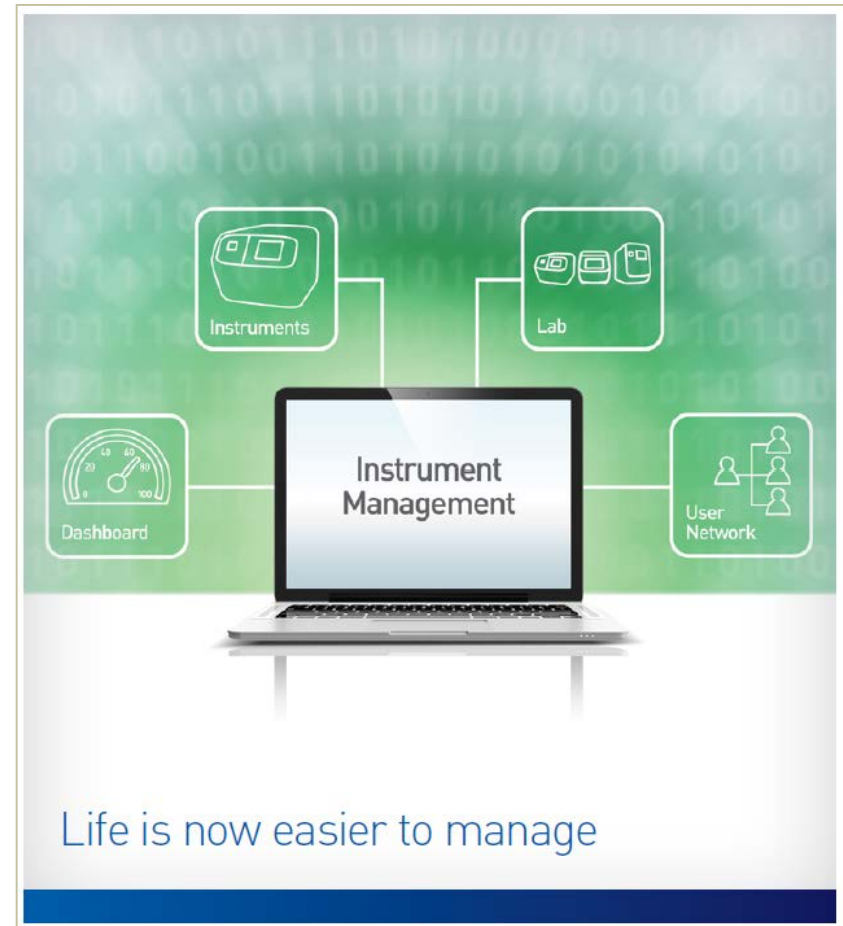
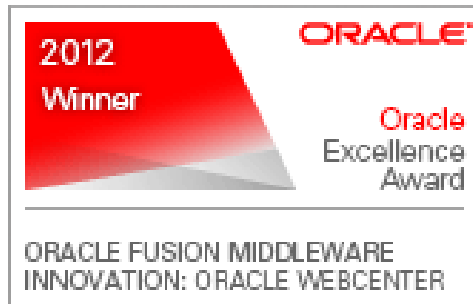
I never know if our contract has expired until its too late. Then its like a mad rush to get a quote.

— *Lab Manager  
University research lab*

# Instrument Management Portal

The Instrument Management portal is a free, on-line tool to manage instrument use and care.

Winner of the 2012 Oracle Innovation Award



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# Dashboard Provides Quick Snapshot of Instrument Info

### Instruments & Services

- Dashboard
- Instruments
- Labs
- User Network

### Instrument Notifications

- 1 Instrument Alerts
- 1 Contracts Expiring
- 0 Service Orders

### User Network Notifications

- 1 Messages
- 1 New Connections

[Request a Contract Quote](#)

[Request Service](#)

- [Promotions](#)
- [User preferences](#)
- [Administration](#)
- [Documentation](#)
- [Help](#)

## Dashboard

Instrument Alerts ⚙
Closed Service Orders ⚙
Planned Service Events ⚙

◀ 6 MONTHS ▶
Today ◀ ▶ October 2012

**Errors:** 1

Connected: 1      Running: 0

Instrument ID	# of Service Orders
275012027	1
279001720	1
1335-007	1
1345-034	3
279000396	1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## Service Agreement Status

■ Warranty ■ Contract

Nickname	Serial No	Model No	Contract Name	# Days Remaining	2013				
					Nov	Dec	Jan	Feb	Mar
Daffy	100000036	370A/373A							
OpenCld	275012027	7500-FAST	AB Assura...	182	[Contract]				
Pluto	279000820	7900							
LEWIS	12758	480							
Goofy-oct9	1335-007	3100-16							
Daisy	1345-034	3130-16	AB Assura...	15	[Contract]				



# Instant Access to Complete Service History & Details

life technologies

Search by catalog number or keyword

Products & Services | New Ideas | Communities & Social | Technical Resources | About Us

Home > Your Account > Instruments

**Instruments & Services**

Dashboard | Instruments | Labs | User Network

**Instruments**

Select an Instrument to continue

Filter by: Select Instrument Group: All Groups

Sort by: Sort By Options

**100001480**  
Neptune  
ID: 9238402J23  
Model No: 310  
Instrument Group: R & D

**397089**  
demo1  
Model No: ONETOUCH ES  
Instrument Group:

**275012952**  
Mercury  
ID: 429347994  
Model No: 7500-FAST  
Instrument Group: Production

**299020777**  
Venus  
ID: 2332390022  
Model No: VERITI  
Instrument Group: Production

**275012952**

Back To All Instruments

**Model No:** 7500-FAST  
**Serial No:** 275012952  
**Nickname:** Mercury  
**ID:** 429347994  
**Instrument Group:** Production

**Status:** NOT CONNECTED  
[Get Connected](#)

**Details**  
Computer Platform: Dell  
Operating System: Windows 7  
Service Tag: J340822T333

**Service History** | Planned Services | Contracts


[Request a Contract Quote](#) | [Request Service](#)

Service Order	Type	Status	Date Created	Date Closed	Description	Request FSR
310814986	Repair	closed	7/19/12	7/24/12	hard drive crashed	<a href="#">request</a>
310800920	Planned Mainte...	open	4/9/12		PM AB Assurance 1PM for model...	
330093085	Demo Install,M...	closed	10/21/11	10/25/11	UPGR Swap Computer	<a href="#">request</a>
330083160	Demo Install,M...	closed	6/4/10	6/8/10	INS	<a href="#">request</a>
330082879	Demo Install,M...	closed	5/19/10	6/1/10	Demo De-install	<a href="#">request</a>

# Share and Manage Service & Support with Lab Group

**Translational Research** Back to Labs

**Lab info** **Contacts** **Discussions**

 **Administrator**  
Parvathy Saravanapavan -  
[ITQASupport@qa.lifetech.com](mailto:ITQASupport@qa.lifetech.com)  
(650) 725-3281

**Lab Location:**  
123 Farraday Ave  
Bldg 5781  
Carlsbad, CA 92122 US  
7604568976

**Sticky Notes**  
Life Technologies will be training on Monday.  
Install a new PGM tomorrow.

**Life Instruments** **Contracts** **Planned Services** **Training** **Non-Life Instruments** **Scheduler**

Remove + Add an Instrument Copy to My Instruments

Serial No	Nickname	Model No	ID	OS	Co	Pl
<input type="checkbox"/>	11C041903	Jessica	IONPGM	123456789	Windows XP	Je
<input type="checkbox"/>	278880483	SAM	VIIA7	23948093	Windows7	De
<input type="checkbox"/>	278880605	Marsha	VIIA7	345345444	Windows XP	De
<input type="checkbox"/>	1415-016	OpenPM	3730-96	OPM	Unix	IBI
<input type="checkbox"/>	273000709	TEstingOct9	7300	43243234...	Win7	IBI
<input type="checkbox"/>	273000269	Jasmine-O...	7300	2324343423	Windows XP	De
<input type="checkbox"/>	1345-034	Daisy	3130-16	12	Windows7	De

**Life Instruments** **Contracts** **Planned Services** **Training** **Non-Life Instruments** **Scheduler**

All instruments in lab Reserve Time

Today October 16, 2012

Tuesday

8:00 AM

9:00 AM

**Reserve time with an instrument** CLOSE X

Choose an instrument Nickname

Jessica 11C041903 IONPGM

Pick a date and time

From 10/16/2012 12:12 PM

To 10/16/2012 1:12 PM

Add a note (optional)

Description

Submit



# Facilitate Sharing Service Info Through User Network


## Instruments & Services

- Dashboard
- Instruments
- Labs
- User Network**

## User Network

**Connections** Messages Discussions

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**Priscilla Presley** ✕

Need to purchase consumables for our Lab's instruments.

6:14 PM on 10/16/12

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**Elvis Presley** ✕

Great News! I just confirmed our order for the new Ion Proton.

6:12 PM on 10/16/12

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**Daniel Chong xx** ✕

Life Technologies will be here for training on Monday.

5:27 PM on 10/16/12

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**Cynthia Kester** ✕

Hi Sid, This is CKESTER

2:17 PM on 10/16/12

### Instrument Notifications

- 1** Instrument Alerts
- 1** Contracts Expiring
- 0** Service Orders

### User Network Notifications

- 6** Messages
- 0** New Connections

- Request a Contract Quote
- Request Service

- 0** Promotions

# Learn More About Instrument Management

Visit the Instrument Management Landing Page to:

- Watch the Video
- Learn more about the portal
- Hear what our customers say

Type the friendly URL at:

[www.lifetechnologies.com/easiertomanage](http://www.lifetechnologies.com/easiertomanage)

The screenshot shows the Thermo Fisher Scientific website's Instrument Management landing page. The page features a navigation bar with 'About Us', 'Order Support', 'Quick Order', 'Sign In to Your Account', and 'Cart'. The main header includes the 'life technologies' logo and a search bar. Below the header, there are tabs for 'Life Sciences', 'Applied Sciences', 'Clinical', 'Shop All Products', and 'Technical Resources'. The main content area is titled 'Instrument Management' and includes a sidebar with various service categories. The main content area has a heading 'Instrument Management' and a sub-heading 'Manage your Instruments & Services needs in one place from your account.' Below this, there are three main sections: 'Sign in >', 'View video >', and 'Register today >'. Each section has a corresponding image and text. The 'Sign in >' section has a laptop image and text: 'Already have a lifetechnologies.com account? Sign in to get started. Need help getting started?'. The 'View video >' section has a video player image and text: 'Watch a video to explore the benefits of managing your instrument use and care online.' The 'Register today >' section has a registration form image and text: 'Don't have a lifetechnologies.com account? Register today.' At the bottom, there is a section titled 'Online features provide easier management of your instrument use and care' with a paragraph of text and a table of service history data.





THANK YOU