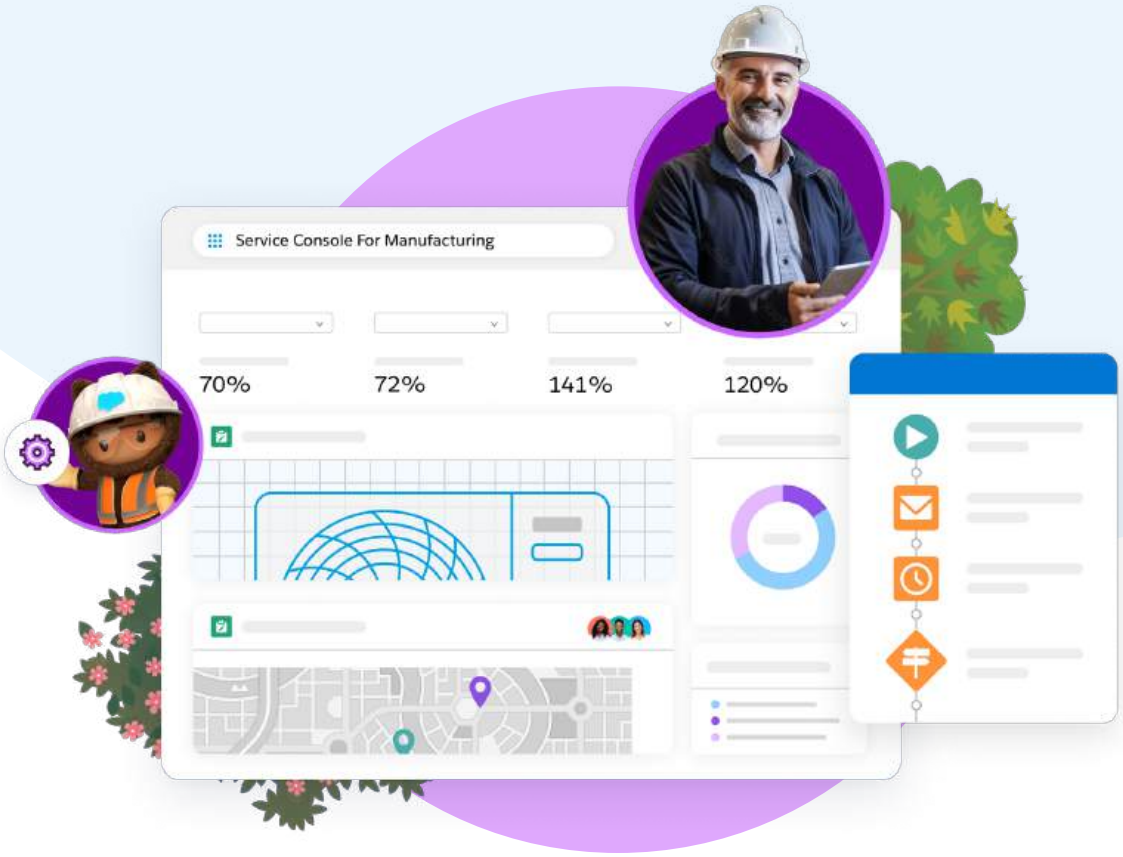
Elevate Your Manufacturing Operations with Asset-Centric Service

Discover how unifying asset and customer data maximizes asset uptime and increases service revenue.



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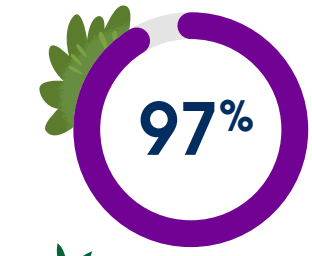
Introduction

Today's manufacturing landscape is hyper-competitive, and service plays a pivotal role in manufacturers differentiating themselves from the competition. It opens new doors for manufacturers to stay ahead of the curve and uncover additional revenue streams. Service is woven into every step of your customer's journey, from the moment they buy your product to the very end of its lifecycle.

However, manufacturers struggle to keep up with providing the service their customers expect. The Trends in Manufacturing report shows that 97% of manufacturers are pursuing strategic changes to their service and aftermarket operations. Twenty-six percent of respondents describe these changes as complete overhauls.



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Trends in Manufacturing Report

To address these challenges and meet rising customer expectations, the concept of "asset-centric service" has emerged. This approach unifies asset data with customer relationship management (CRM) data to enable data-driven decision-making, better customer service with proactive and predictive service, and optimal equipment performance – all of which can lead to a boost in service revenue.

This guide will explore the benefits, challenges, and solutions associated with asset-centric service. Use this guide as you navigate how to improve your service operations through predictive, proactive, and prescriptive service powered by your customer and asset data.

The Evolution to Asset-Centric Service

Historically in manufacturing, maintenance was reactionary, addressing issues as they arose. For example, if an elevator's motor blows, causing it to stop working, someone must place a work order and schedule a technician to service it. This results in downtime for the elevator and frustration for users who must take the stairs or wait longer for fewer elevators.

The shift to proactive maintenance requires visibility into asset data for signals that components of the asset need service. To properly address this, manufacturers must have the right information about their products and customers at the right moment.

Manufacturing environments have become increasingly intricate, with disconnected systems, siloed data, and complex processes, making asset visibility and management more challenging.

Research shows that the average manufacturer uses 1,061 different applications to do business.

2024 Connectivity Benchmark Report

Manufacturers also engage with multiple stakeholders throughout the customer and asset lifecycle – customers, partners, dealers, service providers, contractors, distributors, and more – adding even more complexity to doing business. They seek to optimize processes to better serve both their customers and their value chain.

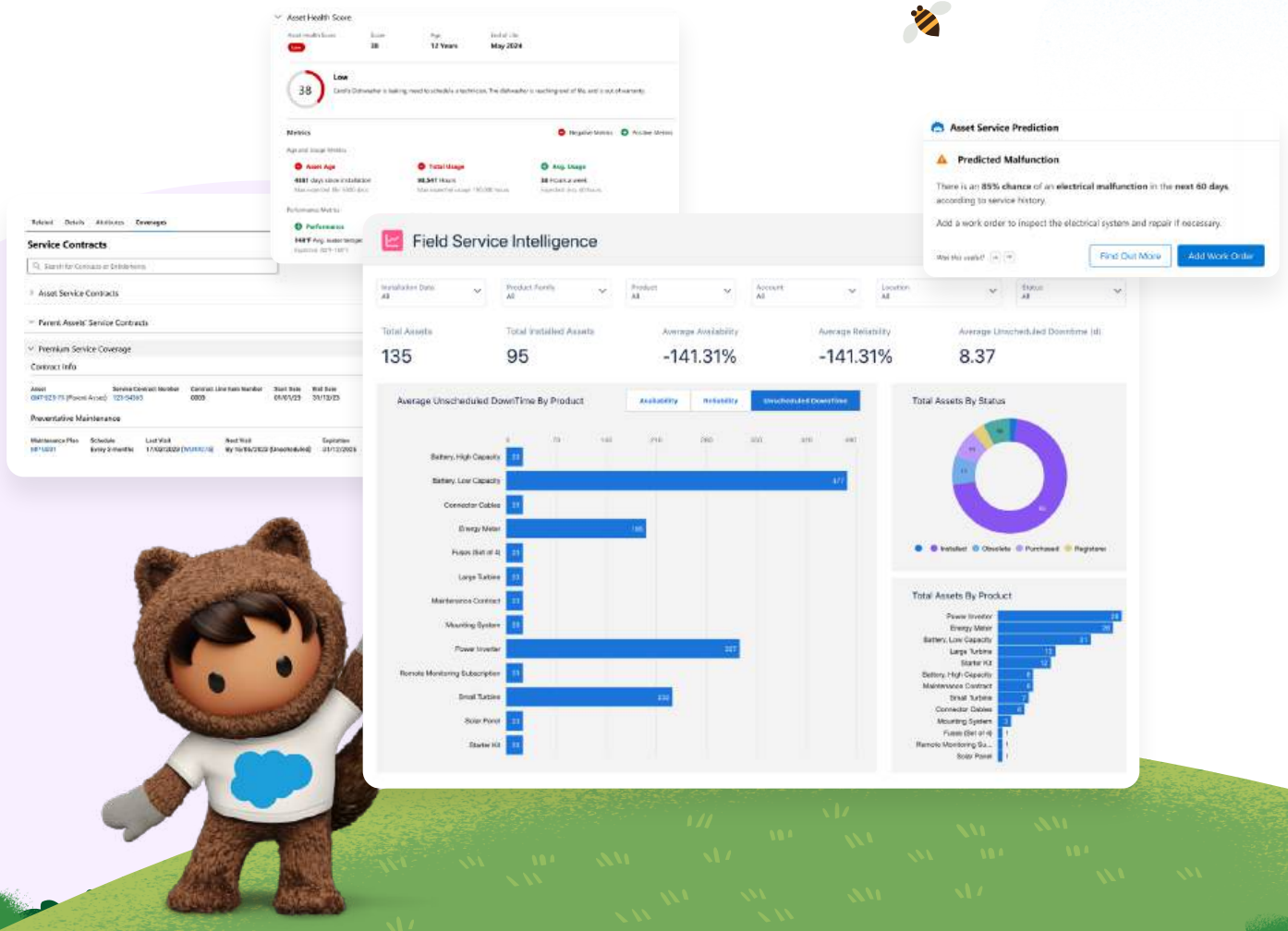
In addition to working with a significant amount of applications and stakeholders, the sheer amount of data the industry generates continues to increase. The data volume for manufacturing companies is expected to increase by 22% between 2023 and 2024. As such, they struggle with visibility into asset performance, real-time availability, and overall asset health.

expected increase in data volume for manufacturing companies.

State of Data and Analytics

Servitization strategies, where you sell a combination of products and services to customers, help manufacturers continue to drive revenue after an initial sale. Aftermarket parts, extended warranties, service contracts, and subscriptions contribute to this, but these pieces of information can often be spread across various systems and stakeholders.

Manufacturers can transform service experiences and open new revenue opportunities with asset-centric service to drive the entire asset service lifecycle. From engineering to product to service, new data and autonomous AI agents will help businesses change how they manage and maintain the lifecycle of their assets.



The Role of Data in Asset-Centric Service

Manufacturers aim to transform their service journey from being reactive to proactive, predictive, and driving prescriptive service recommendations. This is possible with the power of data and artificial intelligence (AI) to identify and drive intelligent and contextual actions.

To drive prescriptive recommendations, data needs to be unified, harmonized, and integrated on a single, industry-specific platform, including CRM data, asset data, and telemetry data.

> **The Internet of Things (IoT) and telemetry data have the potential to provide manufacturers with complete visibility into product performance, which can enable data-driven decision-making.**

The challenge lies in connecting all the asset and customer data so you can have full insights into your assets. With this visibility, you can act on the data, monitor asset performance, make decisions, and use the data to act as a revenue growth lever.

Finding the ways to blend that data with customer data to have the insights and predictions you need to deliver proactive service can be complicated. Asset-intensive businesses have myriad disconnected systems and applications being used to track and store all their data.

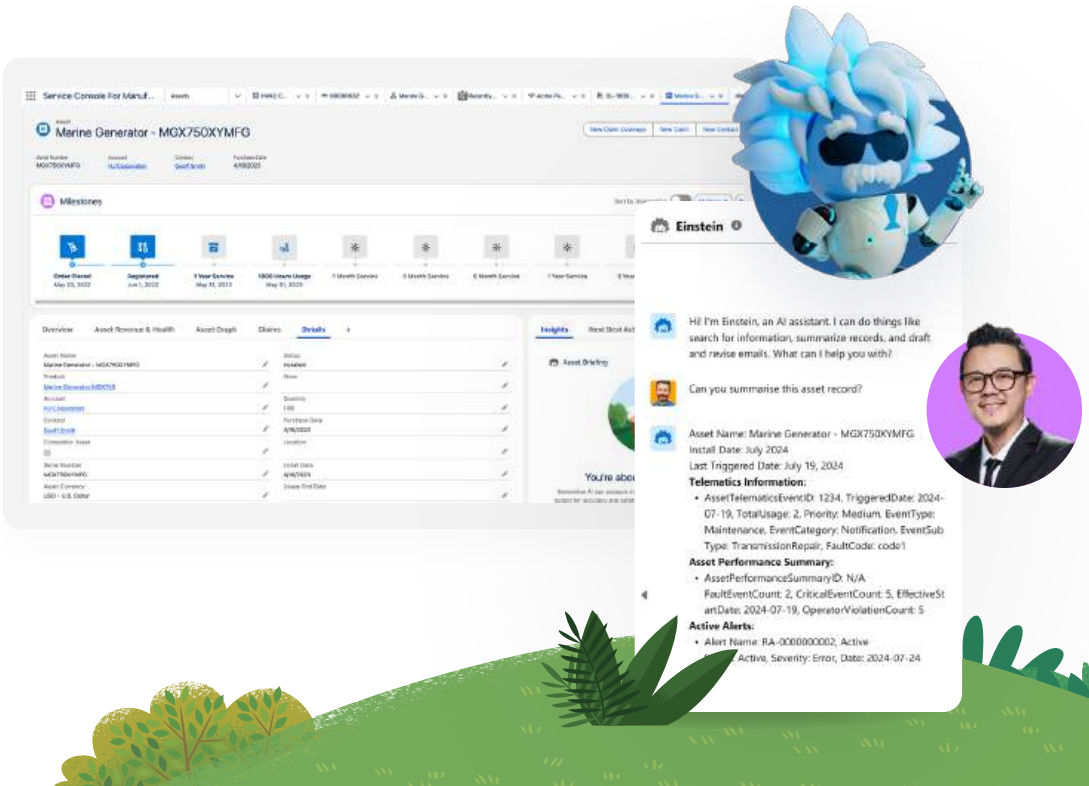
Different organizations approach this in different ways. Some IT teams spend countless hours building and maintaining custom point-to-point integrations. These are often brittle, time-consuming, and lack built-in governance and security controls. Others manually upload data, and some still “swivel chair” across systems to get data to support the customer.

To bring together all of your customer, product, and asset data at scale and shift to proactive service, you need a unified experience layer that can surface and manage business processes across legacy systems. A unified platform can create a comprehensive view of asset performance and customer interactions, and provide a modern user experience for employees, partners, and end customers.

Along with all of the asset service history, you need to be able to ingest the IoT data to filter out the "noise" so you can focus on important events and drive proactive actions. For example, slight fluctuations in temperature or vibration might be normal and not indicative of any problem. The system uses algorithms to filter out these normal variations and focuses on significant deviations that could indicate an issue – like the temperature of a machine exceeding a certain threshold for more than five minutes or a production count dropping below a certain level.

Integrating asset data and customer data can be used to drive autonomous service actions.

For example, by analyzing sensor data from connected assets, you can predict and prevent failures, which maximizes asset uptime. If an alert indicates that an engine is overheating, automation can be put in place to create a work order and schedule a technician visit – all within your CRM. It can also forecast maintenance needs and schedule interventions based on data-driven insights, optimizing asset performance and reducing maintenance costs.



Deliver End-to-End Asset-Centric Service

To elevate customer experiences and uncover new revenue paths, manufacturers are putting their customers and assets at the heart of their service strategy. By adopting capabilities like Asset Service Lifecycle Management, Connected Assets, and Field Service, manufacturers have end-to-end visibility into the install base, cases, work orders, warranty claims, inventories, and entitlements. By using connected assets, manufacturers can drive proactive and predictive maintenance and open opportunities to increase subscription-based revenue models.

With the power of data and AI, you'll transform how you care for and optimize your assets. Let's explore how these capabilities can revolutionize your manufacturing business.

Get a complete picture of your assets' lifecycles

Manufacturers continue to struggle with managing their install base. Oftentimes, they don't know critical pieces of information about their assets – such as where their assets are located, who the end customer is, service events and work orders for their assets, or warranty claims for the entire journey of the asset. They also aren't aware of entitlements associated with their assets due to a lack of data governance, siloed data, and no unified data platform. Because of this, they struggle to implement preventive maintenance for their assets.

Asset Service Lifecycle Management spans asset service management and asset service revenue.

From a service perspective, with end-to-end asset lifecycle data, you can offer contextual and efficient service delivery through predictive and prescriptive service.

With asset data around warranty and claims integrated with CRM data, you can instantly determine whether or not a faulty part is covered based on the warranty terms. If it is, you can have automated workflows in place to create a work order.

On the asset revenue side, this visibility into your assets allows you to see opportunities where you can launch service campaigns for upgrades to customers who qualify.

For example, if an engine is sold to a customer, insights into asset warranty claims, repair history, and performance details can be used to proactively offer service contracts, extended warranties, or subscriptions. This improves asset performance for the customer and increases revenue for manufacturers.

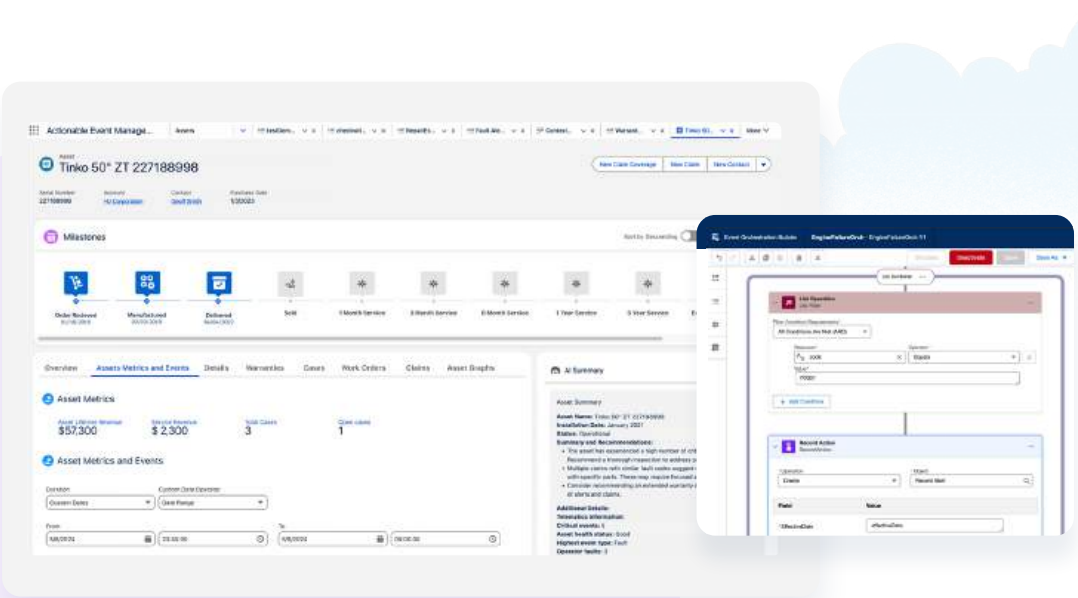
These insights and actions allow you to maximize asset lifetime value and improve efficiency and productivity across your manufacturing service operation.

Provide proactive Connected Assets and AI experiences

Manufacturing companies are looking to transform from unplanned maintenance events to proactive maintenance – this can be achieved with connected assets in place.

Connected Assets bridge the gap between your telematics data and your customer data so you can take action – like creating a case, creating a work order, or dispatching a technician – through automated processes, AI, and autonomous AI agents.

For example, if a service manager at a manufacturing company needs to proactively identify the service needs of a customer's asset and take the necessary steps to resolve their issue, an autonomous AI agent can help the service manager automatically identify the issue, create an estimate and work order, and notify the customer.

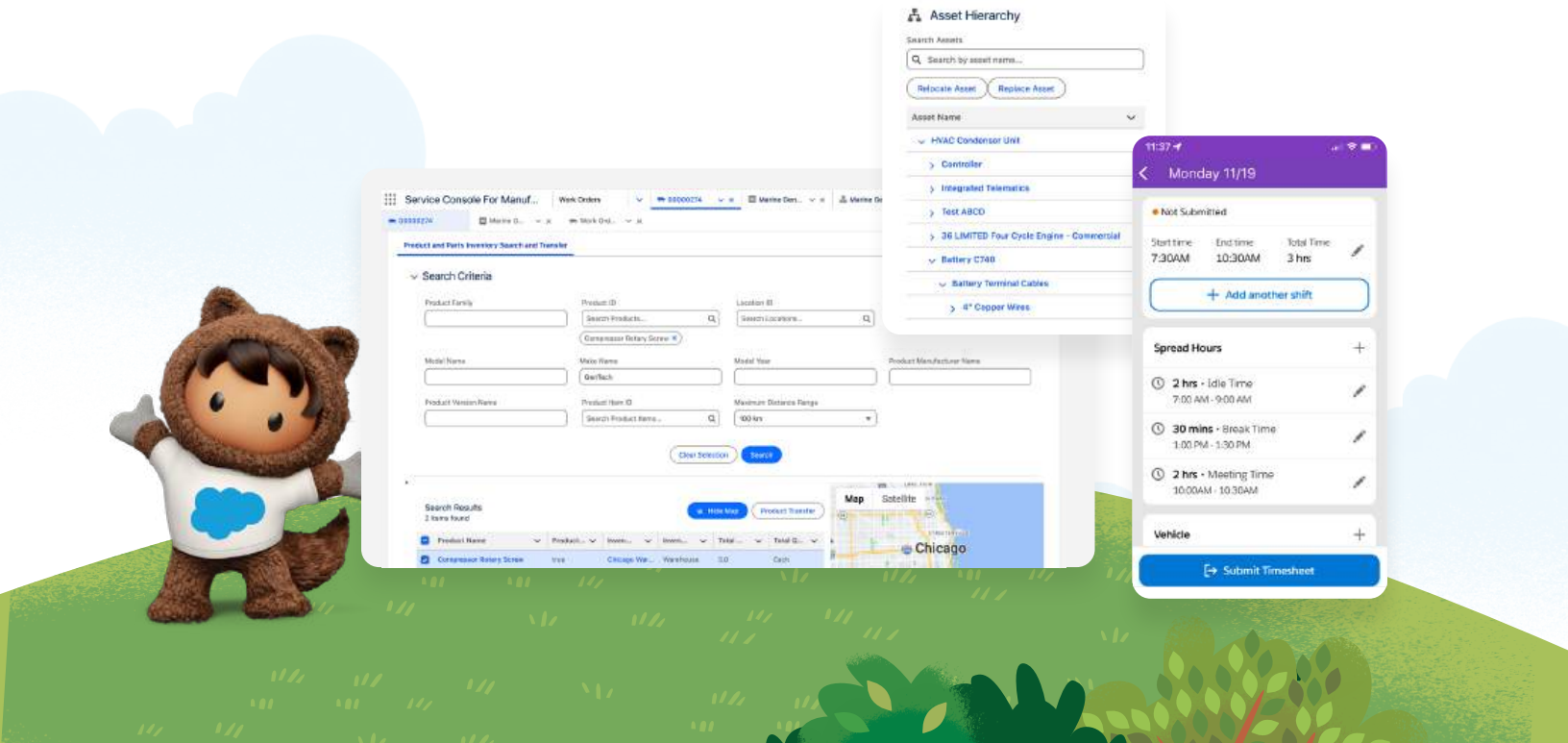


Connected Assets allow you to create digital representations of your assets that include critical information, such as serial number, service milestones, and service events. This information is integrated with CRM data like account contacts and warranty status. IoT telematics data gives you real-time visibility into asset revenue and health scores based on the age and condition of the asset. Connecting all this data drives better diagnostics for predictive and proactive service with the ability to pinpoint which components might have an issue.

For example, a service representative on a contact center call with a customer might not be familiar with the asset requiring service. The service representative can use a prompt to retrieve all relevant asset data from the unified data and generate the service, warranty, and telematics summaries. With this information in hand, the representative could be more effective in understanding the overall health of the asset, core issue, resolving it faster, or scheduling the right field service tech to fix it more quickly.

Product service campaigns for upgrades can also be enhanced with AI next-best action recommendations.

With connected asset data, you can get an automated alert when an asset is reaching its end of life to recommend adding this to a product service campaign for a replacement upgrade in the future. These actions can be sent to sales teams for outreach and follow-up, or added to work orders for technicians to review and discuss with customers onsite.



Deliver proactive field service operations

Your field service technicians are the face of your organization to your customers. With accurate work order estimation and quoting, you can help technicians with real-time access to warranty and contract information, enabling them to provide precise quotes and manage customer expectations.

Let's say a field service technician is dispatched to a job site to address a customer issue. The work order contains the essential information needed to inspect and repair the asset. To streamline this process, parts required for the work order are automatically added to the work order based on the error code that was received from the asset. The technician already has the parts on hand to complete the order. Work plans and relevant knowledge articles can also be automatically added as well.

While onsite, the technician receives recommendations for upcoming service needs for other issues with the same equipment that can also be addressed for proactive maintenance. Having all this data available to technicians can decrease response times and increase fix rates.

> **Using asset and customer data, manufacturers can accurately estimate and quote work orders.**

Service representatives, autonomous AI agents, and technicians can use this information to provide precise pricing and identify applicable entitlements, streamlining the quoting process both in the office and onsite.

With the ability to accurately quote estimates and work orders based on warranties, contracts, and discounts associated with the asset, your field service technicians can be more effective and productive when handling onsite service.

Achieve Manufacturing Service Excellence with Salesforce's Asset-Centric Solutions

Embracing an asset-centric service approach is a strategic imperative for manufacturers aiming to excel in customer satisfaction, revenue growth, and operational efficiency. Salesforce stands out as an ideal partner to help asset-intensive companies achieve these goals, offering a comprehensive and connected platform that seamlessly unifies customer and asset data.

It starts with giving you the right data

Data Cloud and MuleSoft enable you to bring in all your asset data that lives across any system and connect it with your customer data. This allows you to surface that data in the apps where your users are working in real time, using AI to drive the right insights and actions in the flow of work for service teams. Salesforce Manufacturing Cloud serves as the backbone of this approach, integrating customer data, asset data, and actionable insights on a unified platform.

Salesforce products like Asset Service Lifecycle Management, Connected Assets, and Field Service ensure that you can manage the entire lifecycle of your assets, implement predictive maintenance, and equip your technicians with timely and relevant information.

Adopting Salesforce's asset-centric service solutions enhances customer satisfaction through proactive maintenance and exceptional service, while also driving revenue growth by identifying new opportunities and optimizing processes. Additionally, it improves operational efficiency by minimizing unplanned downtime and optimizing asset performance.

Learn how you can deliver faster and smarter service experiences to grow lifelong customers in The Manufacturer's Guide to Transforming the Service Experience.

GET THE GUIDE

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