

# HCLSoftware

## Differentiate through Service Excellence



**HCL Aftermarket Cloud**

# Why You Need Service Excellence as a Brand Differentiator

The aftersales journey is no longer a linear path. It's a web of touchpoints that span physical and digital realms. Customers no longer seek simple functional repairs. Rather, they look for experiences that resonate with their digital-first lifestyles. To thrive in this new era, businesses cannot afford to cling to the manual, reactive, traditional approach towards the aftermarket. The winds of change demand a digital transformation a fundamental shift in how after-sales service is conceived, delivered, and experienced. This transformation is the lifeblood of the Digital+ economy

If you are a business providing aftermarket services, service excellence is the key to achieving business growth



## The Huge Potential of Aftermarket Services



The service and parts department contributes a significant **49.6%** of a dealership's gross profit



High-performing OEMs have **80%+** of their install base under a service contract



Average operating margins in the aftermarket are **2.5 times** that of new product sales



**58%** of service leaders are focused on leading service revenue growth or driving service as a profit center



Many OEMs generate **40%–50%** of their margins from aftermarket services



# Challenges Faced by the Aftermarket Industry

For a sector burgeoning with immense potential, the aftermarket industry is plagued by many challenges. Here are some of the most prominent obstacles:

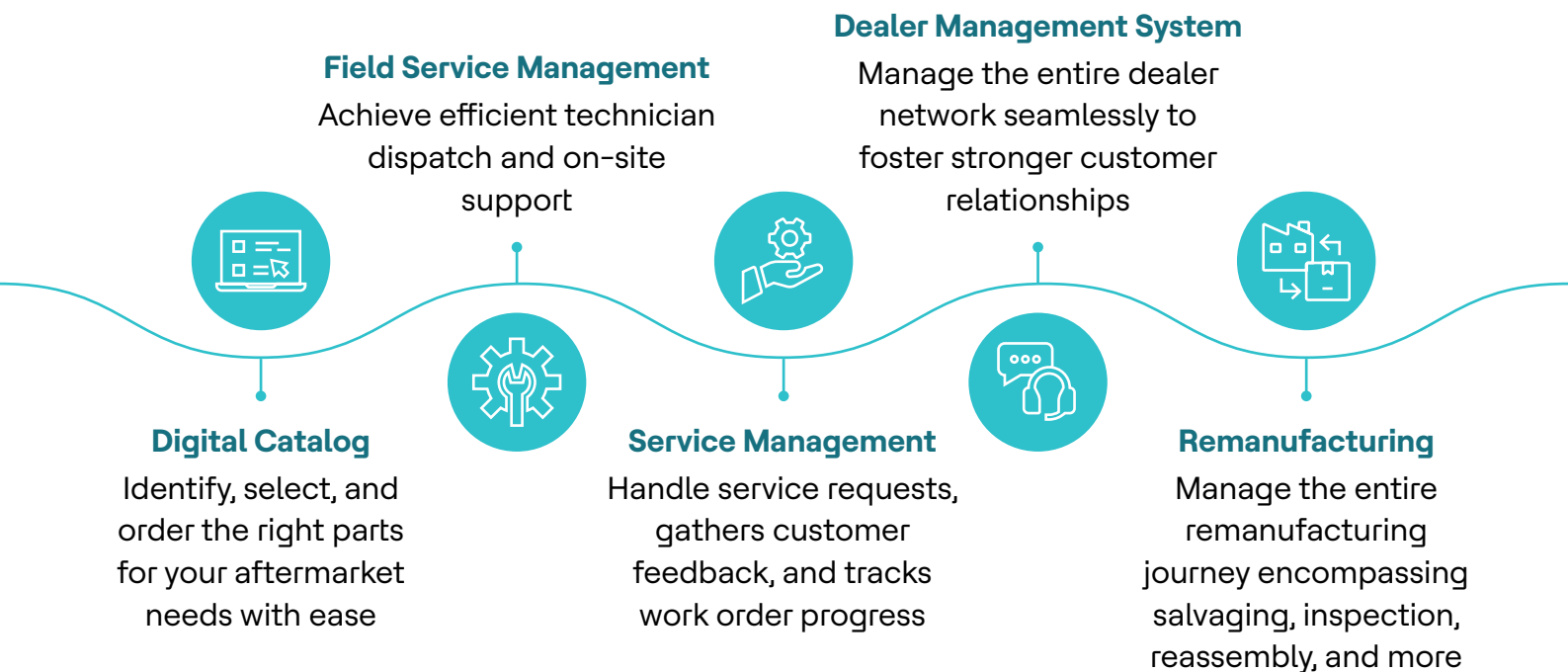
- Complex supply chain
- Counterfeit parts
- Operational inefficiencies and failed assemblies
- Challenging and changing compliances
- Complex maintenance schedules
- Revenue leakages in sales and post-sales cycle
- Unavailability or scarcity of skilled technicians
- Complicated warranty and liability management

To successfully deliver customer experiences that drive growth, businesses need an innovative and comprehensive solution like HCL Aftermarket Cloud

## HCL Aftermarket Cloud

In a global Digital+ ecosystem where exceptional customer experiences are increasingly becoming the norm, HCL Aftermarket Cloud serves as a comprehensive solution for end-to-end aftermarket functions

### Core Capabilities of HCL Aftermarket Cloud



### How HCL Aftermarket Cloud Benefits Organizations



#### Streamlined Service Value Chain

- ✓ Enhanced product visibility, minimized stock outs and enhanced collaboration
- ✓ Optimized service operations with job cards, invoicing, warranty management, maintenance contracts, SLA compliance and service history



### Enhanced Customer Experiences

- ✓ Improved response time and resolution time
- ✓ Reduced search times and highly accurate part orders
- ✓ Direct customer interactions and feedback
- ✓ Enhanced product uptime and extended product life



### Revenue Growth

- ✓ Exceptional revenue leakage control by identifying fast and slow moving inventory and avoiding stockouts and excess inventory
- ✓ Automated warranty lifecycle management
- ✓ Exploring new service models and upsell opportunities

## Manage Your Parts Efficiently & Effectively With Digital Catalog (DC)

Creating, maintaining, and updating a comprehensive list of aftermarket parts is an exhausting task. Printing and updating physical catalogs can be time consuming and costly for manufacturers, requiring constant rework and hassle. A digital catalog is a comprehensive online document that exhibits your products or services along with all essential data

Here's how a digital catalog solves the problem of effective parts management:



Reduce order errors by bringing product and documentation information together



Deliver accurate information so buyers can order the right parts the first time



Enhance buying experience by enabling interactions with assembly using 2D and 3D illustrations

“

Parts maintenance, service document, electric diagram, supersession  
**everything can be found in one place  
just by one simple search**

”



### Success Story: European Manufacturer Transform Their Business With Digital Catalog

HCL Aftermarket Cloud helped a European company manufacturing construction and mining equipment create a completely digitized parts catalog, thus reducing time-to-order and achieving seamless ERP integration for real-time information display

#### The Results



**80%** time saved in placing parts order



**90%** reduction in parts-related enquiry calls to customer support

To learn more about this success story, follow the link here. <https://www.hcl-software.com/resources/stories/aftermarket-cloud-construction>





The order revision upload process has drastically improved, saving us time and effort. The uploaded data is immediately available for customer access



## Maximize Customer Satisfaction and Field Technician Productivity With Field Service Management (FSM)

For OEMs in the aftermarket sector, manual validation of service requests and ineffective tracking of field engineers stand as critical challenges

The FSM solution improves OEMs' service management by:



Efficient technician dispatch and on-site support, precision maintenance and scheduling service delivery for repairs



Empowering organizations with the required information, tools, and spare parts to solve customer issues instantly



Thanks to the Field Service Management capability of the HCL Aftermarket Cloud, we achieved 100% utilization of field engineer resources and gained strategic focus on revenue realization



## Success Story: Multinational OEM Achieves Optimized Operations With FSM

This leading organization faced obstacles in delivering after-sales field service support in emerging markets like India, where service management varied and critical processes were predominantly manual

**HCL Aftermarket Cloud provided the ideal capabilities to resolve the organization's challenges:**

- ✓ Complete service history, asset relationship, and interdependencies, to take accurate actions
- ✓ Consistency in after-sales operations and improved field service business outcomes
- ✓ End-to-end tracking of the field service workflow
- ✓ 100% utilization of field engineer resources

### The Results

**57%** increase in service revenue



**125%** improvement in onsite machine utilization

If you want to delve deeper into this fascinating journey, follow the link here.

<https://www.hcl-software.com/resources/stories/aftermarket-cloud-fsm-offhighway>

## Optimized End-To-End Aftermarket Services With Service Management (SM)

In the aftermarket industry, inefficient resource allocations, poor service planning and a lack of real-time visibility into job progress can greatly hamper customer experiences. To tackle these issues, businesses need to embrace a Service Management solution to:



Expertly integrate the DMS, digital catalog, FMS, Remanufacturing, and 3rd party ERP applications to streamline organizational workflows



Allow expert management of the aftermarket service business, completely in-house



Achieving targets such as managing

# 10+

workshops across a region, gaining visibility into critical service information, managing

# 3000+

job cards a day, and preventing revenue leakage requires significant effort.



# 91,000+

parts digitized for faster ordering and better accuracy



### Success Story: Leading Bus Manufacturer Modernizes Their Service Management Capability

For even the biggest industry players, overcoming legacy systems and tedious manual processes is challenging. HCL Aftermarket Cloud helped manufacturers by providing comprehensive service management solutions. Here are the key highlights of this partnership:

- ✓ Highly intuitive digital catalog with integrated visuals and clickable parts
- ✓ Sophisticated KPI dashboards for every user type, such as work order queues, part sales volume by type, warranty claims, and more
- ✓ Authoring Module to easily configure and customize catalog
- ✓ Viewing Module for seamless customer ordering
- ✓ Inventory turnover monitoring
- ✓ Standardized warranty claim process

#### The Results



**35%** increase in resource utilization



**98%** reduction in pending claims within two quarters

For more details on this transformation, click the link here. [ask.aftermarketcloud@hcl.com](mailto:ask.aftermarketcloud@hcl.com)

## Forge Strong Customer Relationships with Dealer Management System (DMS)

Delivering an easy and convenient customer experience in the aftermarket business requires active cooperation and role fulfillment from the entire dealer network, including planning, executing and monitoring spare parts, services, and sales (SSS) across the value chain

To manage this requirement, a Dealer Management System (DMS) is critical

These are the key advantages of a sophisticated DMS:

- ✓ Manage entire dealer networks, strengthening partnerships and collaboration
- ✓ Suspect to Prospect, Prospect to Customer with lost analysis and competitor analysis, including complete activity of the sales team
- ✓ Achieve complete visibility into customer product status, warranty information, contract feasibility, and asset history
- ✓ Streamline all processes for sales, purchases, parts, services, rental, and leasing

### Impact of DMS Implementation:



**35%** increase in resource utilization



**98%** reduction in pending warranty claims within two quarters



**1400+** dealers onboarded to one platform

With 58000+ installed bases serviced, 470,000+ sold parts and services, and 1.1M+ service orders fulfilled, DMS has played a pivotal role in managing entire dealer networks, strengthening partnerships and promoting collaboration



## Accelerate to a Sustainable Economy With Remanufacturing (REMAN)

The aftermarket industry is uniquely positioned to accelerate businesses towards a sustainable economy

However, businesses in the aftermarket sector suffer from inefficiencies and errors that lead to improper utilization of materials and longer turnaround times. Remanufacturing plays a pivotal role in accelerating an organization's journey to sustainability

Here are the key highlights and benefits of REMAN:

- ✓ Extend the life of components, reduce waste, and offer a cost-effective alternative to purchasing new parts
- ✓ Enable intelligent allocation of salvaged parts based on age of remanufactured engines
- ✓ Efficiently manage core components, materials, planning and tracking of inventory, receipts, and more

### Potential Benefits of REMAN Implementation:

**21%** YoY increase in shipped REMAN engines

Reduction in human errors by **90%**

REMAN propels the idea of **"rebuild, recover and reuse"** to extend the product life cycle, reduce waste and accelerate your journey to sustainability

## Why Choose HCL Aftermarket Cloud?

With capabilities that encompass every aspect of the aftermarket, HCL provides unique solutions tailor-made to address your business challenges

Moreover, HCL Aftermarket Cloud allows businesses to leverage cross-functional transformation to double their aftermarket lifetime value



Deliver accurate information so buyers can always order the right parts



Achieve unparalleled visibility across the value chain



Solve critical customer issues without hassle



Gain higher uptime, reduced errors, and enhanced customer satisfaction



Manage entire dealer networks, strengthening partnerships and collaboration



Achieve sustainability goals by rebuilding, recovering, and reusing parts



## Success in Numbers



**150+** Successful Digital Transformation Projects



**80%** Faster Order Revision Time



**22%** Higher Remanufacturing Production



**34%** Faster Resolution Time



**1400+** Dealers activated and unified



**57%** Higher Realized Service Revenues



**15%** Less Maintenance Costs



## Implementation and Support

To ensure successful adoption and lasting progress, HCL provides support and training resources to all customers. Better yet, HCL's team of experts offers personalized consulting services to help organizations take their aftermarket business to the next level

With the power of HCL Aftermarket Cloud, you can stand out and stay ahead in today's highly competitive modern business landscape. Embrace the platform's potential to achieve service excellence, drive great customer experiences, and foster loyalty

# HCL Aftermarket Cloud

Differentiating through service excellence.



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