



## GLOBAL HI-TECH MANUFACTURER



### PROJECT SCOPE

- // Poor customer satisfaction due to excessive equipment down time
- // Escalating service costs due to repeat visits & length of time to resolve issues
- // Service content outdated and difficult-to-use by next generation technicians

### SOLUTION HIGHLIGHTS

- // Content, layout, and design separated to enable output to virtually any format
- // Migrated from deductive writing style to a simple, more directive approach
- // Implemented cCMS to establish single source of truth for all product content
- // Enabled updates to be quickly and easily applied to all relevant content

### BUSINESS VALUE DELIVERED

- // 50% reduction in time to market for global product information
- // \$320m saving on creation and delivery of product information over 10 years
- // Improved customer satisfaction due to higher rate of first-time fix
- // \$350m saved in after sales support over 3 years through technician efficiency and reduced parts usage