



GRC Customer Care Team Express

Rockwell Automation

Release# 20180518- Best Practice Sharing

Better Post Sales, Higher Customer Loyalty! 优质售后服务，增强客户粘性



BURKE E. PORTER MACHINERY COMPANY



客户痛点概览 Key Issues Driven

- The IGBT of PF700L Drive break down when Jiang Ling Dyno was in trail operation.
- The drive has 10 days safe-running after exchange the new parts, but **the fuse always blows out** when the drive is restarted.
- The multiple failure disappointed customer and request quick and strong resolution to **help BEP recover** the operation in end customer site.

短期内两次故障，让RA产品声誉在OEM厂商和终端客户面前危机重重。急需快速解决方案重拾客户信心。

客户概览 Customer Profile

- ✓ Industry: **Automotive & Tire**
- ✓ Top **OEM**
- ✓ **Wuxi** Branch
- ✓ **Global leader** in Vehicle Test Systems
- ✓ **Major Partner** of Global Automotive Group

工作小组 SPOC Team



SPOC CC:
Alice FU 付静菊



OEM sales:
Edward Judong He 何巨龙

Other Core members: Quality: Shawn Xue, Wit Sun ; ISC: Xianquan Qiao; CSM: Jiankun Liu ; Remanufacturing Engineer: Rex Jia ; BU: Hank Liang ; TC: Shanqiang Li, Brick Sun; LOG: Anliang Zhou

亮点 Key Achievement

The Burke Porter Group is a global leader in the design, manufacture and supply of advanced technological testing and assembly solutions. The intelligent machines ensure the highest levels of quality in industries such as automotive, life sciences, advanced manufacturing, green energy and many more. The Burke Porter Group is a global leader in the design, manufacture, and supply of advanced technological testing and assembly solutions.

宝克(无锡)测试设备有限公司是伯克波特集团在中国的子公司，伯克波特是一家全球领先的设计、制造和供应先进技术测试和组装解决方案的公司。智能机器确保了汽车、生命科学、先进制造、绿色能源等行业的最高质量水平。伯克波特集团是一家全球领先的设计、制造和供应先进技术测试和组装解决方案的公司。

In this case, the PF700L used in OEM Bepco's automotive test equipment at Jiangling Motors' site. BEP was facing multiple anomaly in 14 days. After acknowledge customer issue, CC made quick response. Organized and coordinated related stakeholder and made strong control in each key control points. During the stuck period that no one knew what is the suspect root cause of anomaly, CC involved TSC supervisor Mr. Xianquan qiao who has plenty of site experience and he suggested several solutions to internal stakeholders. Rather than waiting the spare parts ordering from US CDC, CC also seek support from Shanghai repair center engineer to obtain the key components and made fast delivery to customer site to support CSM FSE doing the on site service to recover the customer equipment. Whole team's great work regain customer's trust and solve customer issue indeed.

此次售后故障中，宝克无锡的终端用户 江铃集团轻型车有限公司现场先后发生的IGBT故障和保险熔断等问题，让客户非常不满。接到客户提交的售后请求后，CC根据丰富的经验，集合了质量部门/产品部门/售后服务部门等多部门一起商讨解决方案，在大家都对故障原因无法快速定论时，CC寻求技术支持中心主管乔贤全的意见，乔总有多年的故障排除经验，给出了数条有价值的建议。同时寻求上海维修中心的支持，从本地获取了关键的几个备件，让售后现场服务工程师可以及时客户现场开展修复工作，最后成功的解决了故障，缩短了客户等待时间，切实地解决了客户的问题。

Customer appreciated RA team as a "Dedicated, responsible, proactive and quick response team".
客户由衷的感谢罗克韦尔团队是一个投入的，负责的，积极的，快速响应的团队。
Hope our cross functional collaboration can deliver more and more success post sales support to our customers. Thanks all for your efforts!
希望我们越来越多的出色的售后服务响应，可以给客户带来更满意的感受。感谢以上同事们的大力支持！

Cross-functional collaboration by CSM/CC/TSC/LOG/Distributor/Repair center/Sales/quality team

Please feel free to contact us if any questions
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