



# GRC Customer Care Team Express

## Rockwell Automation

Release# 20180608- Best Practice Sharing

### Top Level Service Comes From Customer Orientation! 客户导向，高质服务

#### 客户概览 Customer Overview

台积电是全球首创专业积体电路制造服务公司，台积电所拥有及管理的产能超过1000万片十二寸晶圆的当量，台积电在台湾设有三座先进的十二寸超大型晶厂、四座八寸晶圆厂、一座六寸晶圆厂，和两座后段封测厂，台积电在提供先进的晶圆制程技术与最佳的制造效率上已建立声誉。

TSMC is the world's first dedicated semiconductor foundry. The company's total managed capacity reached above 10 million 12-inch equivalent wafers in 2016. TSMC operates three advanced 12-inch wafer fabs, four eight-inch wafer fabs, one six-inch wafer fab and two backend fabs TSMC has built its reputation by offering advanced wafer production processes and unparalleled manufacturing efficiency.

#### 客户痛点和主要处理方案 Customer Pain Point & Main Solutions From RA

当产品使用过程中出现问题，台积电希望能够得到罗克韦尔及时可靠的售后服务支持及快速响应。SPOC CC迅速协调各个部门成立SPOC团队，包括销售/质量/产品/技术等部门，汇总台积电所有的售后服务诉求，发起SPOC团队的讨论。在SPOC团队的共同努力下，我们制定并实施行动计划，也获得美国及新加坡的技术建议和现场支持。

TSMC expected a reliable post sales support and quick response from Rockwell when they came across product issue. As single point of contact, CC coordinated with other departments, built SPOC team including sales/FQL/ BU/GOTC and so on, summarized all post-sales requests to SPOC team who worked together for a quick action plan, meanwhile, we got proposal and customer site support by US and Singapore engineers.

**PF700 Capacitor  
Thermal Incident**



Driving creative RCFA process for component parts & developing capacitor maintenance instruction

**Frequent Drive  
Fans Failure**



Customer install base evaluation & Global guidance on Fans design adjustment and quality improvement

**PF700 IGBT  
Burned Issue**



Process Root Cause Failure Analysis(RCFA) and provide report to customer

**PF700(frame8)  
Drive F13 Failure**



Offer root cause analysis from RA quality aligned with distributor engineer site observation and failure survey

#### 工作小组 SPOC TEAM

SPOC CC: Mandy Gao

RA SALES: Elton Lee

QUALITY: Shawn Xue

DOMAIN EXPERT: Shanqiang Li

COMM. ENGINEER: Danny Hadiyana

LOCAL BU: Hank Liang

GLOBAL BU: Nancy A. Rivard

LOG: Eros Liang

Cross-country and cross-functional collaboration has driven solutions for customer satisfaction!

#### 努力成果 Achievement & Output

跨部门协作推进了客户对罗克韦尔服务能力的信心，支持销售展开业务。在我们解决以上问题的同时，RA销售赢得了TSMC USD \$1M的新订单，并且正在与客户接洽USD\$4M业务的潜在机会。在此，特别致谢质量团队薛晓伟、技术顾问团队李善强，CE团队Danny Hadiyana的大力支持。

The cooperation of involved stakeholders build customer confidence on RA service. When we are solving the above issues, there has been a sales contract with total USD \$1M signed with TSMC and sales is trying to win another potential order around USD\$4M. We would like to thanks the effort of all the related members, especially for Shawn Xue in Quality team, Shanqiang Li in TC team, Danny Hadiyana in CE team.

Hi Mandy,

如下：

落實「當責」精神交出成果(get results!)「我做事，你放心」的原則。對外可使客戶對公司的服務滿意度提升及創造公司良好商譽，並能為公司創造最佳的「客戶關係與服務精神」。

#### Feedback From Solomon MRO

**Manager Gary Chen** : "Following concept of end to end ownership drives high level customer satisfaction, good reputation and better customer relationship maintenance"

Best Regards

Gary Chen 陳瑞寶

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Solomon Technology Corp.

Please feel free to contact us if any questions

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