



GRC Customer Care Team Express

Rockwell Automation

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团队协作，重建客户信心

ZHONGYA® 中亚机械

Build the Confidence of Customers Through Team Collaboration



- ✓ Cross Functional Collaboration Within RA 团队合作
- ✓ Build a Successful SPOC Model to Manage OEM Accounts 成功创建SPOC服务模式
- ✓ Customer Maturity Enhancement by Utilizing Case Tracking Tools 提高客户售后管理成熟度
- ✓ Utilization on Technology Tools(eg: We-chat group) For Easier Communication 利用科技提高沟通效率

杭州中亚机械股份有限公司于1999年成立，是一家集研发、制造和销售于一体的液态产品智能化包装设备制造商。它是国内液态食品包装领域的标杆。公司产品广泛应用于乳品、饮料、食用油脂、调味品、日化等行业。作为RA非常重要的OEM客户，杭州中亚在FY17为RA创造了超百万美金的销售额，主要采购产品为Motion control K5500, K6500, K5700 系列。

Founded in 1999, Hangzhou ZhongYa Machinery is an intelligent packaging equipment manufacturer for liquid products with integration of research, development, manufacture & sales. As industry benchmark in China, their machines are widely used in dairy, beverage, edible oil & grease, seasoning, household and other industries. As key OEM customer, HangZhou ZhongYa contributes over one Million(USD) to RA business in FY17 with procurement focus on motion control K5500, K6500, K5700.

在产品使用过程中出现质量问题时，杭州中亚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。他们曾联系RA多个部门，如产品、销售、质量、技术、客服以及售后等，以获得售后支持。杭州中亚期望RA能有所改善，通过专人对接及时获得所有案例的全程跟踪，并通过有效的数据收集和分析，以及RA专业的知识和技术，得到操作或技术方面的专业指导建议，以有效预防故障的发生。

Hangzhou ZhongYa expect a reliable post sales support and quick response from Rockwell when they come across product quality issue. They used to approach multiple RA contacts, such as BU, Sales, FQL, GOTC, CC, CSM to get solution. ZhongYa expect an improvement from RA by a single contact window for prompt case tracking and end to end ownership. To avoid product failure, they are looking for operational and technical guidance from RA with accurate data collection & analysis and RA expertise knowledge on product and process.

因此，在OEM团队及销售团队的协助下，客服团队指派Jasmine为客户单一连接窗口，协调各个部门，成立SPOC团队，包括销售/质量/售后/产品/技术等部门，汇总杭州中亚所有的售后服务诉求，制定快速行动计划，并通过售后跟踪表记录并逐条跟进进展，同时通过建立与客户相关人员在内的微信群，建立与客户的日常联络，通过每月一次的面对面沟通和拜访，给予客户及时的更新和反馈。

At the assistant of OEM and sales team, Customer Care team assigned Jasmine as the single point of Contact to build a SPOC team including sales/FQL/CSM/BU/GOTC and coordinate between the different department. She summarized all the post-sales requests, made a quick action plan, followed up each tracker according to the tracking form of after-sales. At same time, she build a close daily contact with customer via setting a web-chat group including the related people. She also updated and gave the response to customer via face to face visit per month.

团队的力量是无限的，通过SPOC项目，驱动公司内部各个部门的通力协作，我们成功建立了客户对罗克韦尔服务能力的信心，并为FY18获得杭州中亚更多的业务打下了坚实的基础。我们感谢所有相关成员的努力，尤其致谢销售团队郑尚峰及OEM技术顾问毛小林为客户给予的有力支持。

The power of team work is infinite. We have driven the various department within the company to collaborate through SPOC project. Customer has established the confidence in service capabilities of Rockwell and it laid a solid foundation to gain more business from Hangzhou Zhongya in FY18. We would like to thanks the effort of all the related members, especially for Frank Zheng in sales team and Martin Mao in OEM GOTC team.

Clearly we are on the right track to recovery with this account. Thank you for your continuous support at ZhongYa.

"" Mr. Romain Binand, the OEM Business Manager, said.

罗克韦尔OEM业务经理Romain Binand说：我们现在回归到正轨去维护这个客户，谢谢你们不懈的努力。

Mr. Zhong Wei Shi, Chairman of ZhongYa, said: Thanks for quick response on the issue. You are faster than the other Famous brand like Siemens and Omron.

中亚董事史中伟说：谢谢你们在发生问题时的快速反应，比西门子，欧姆龙等其他专业品牌上反应速度更快。

Please feel free to contact us if any questions

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