"We haven't just seen an increase in service revenue — we've doubled our profitability since using ServiceMax."
— Amos Schneller, VPof Global Service & Technical Support, Medivators

ServiceMax More than Doubles Profitability at Medivators

Challenge

Reporting the work completed for each service of Medivators' endoscopy procedure products required significant paperwork. "The documentation is very important," says Amos Schneller, the company's vice president of global service and technical support. "At the end of each training session, we need to share proof of training to meet patient safety and HIPAA requirements. We used to have to wait for the hand written, signed documents to be mailed, and we couldn't invoice or begin warranties until that happened, which affected revenue."

The slow reporting process had other critical impacts, too. Medivators, a Cantel Medical company, Minneapolis-based 93 U.S. Technicians and trainers reported to the sales and marketing department, but data about customers was manually tracked and generic regarding their service needs — a missed opportunity given field employees' proximity to customers. Another problem: Customer engagement was managed on paper, leaving no real value to report about service visits. "We'd never know when technicians were scheduling themselves," Schneller says.

The paper-based processes, and the long waits for documents, caused long delays in everything from billing to follow-ups. The average time frame for documents to come in from the field was 7 to 10 days, and the billing cycle averaged 14 days.

MEDIVATORS
A Cantel Medical Company

Customer Quick Facts

INDUSTRY: Medical Device
SIZE: 380 employees, 93 technicians
HEADQUARTERS: Minneapolis, Minnesota
WEBSITE: www.medivators.com

Solutions

- ServiceMax Platform including RMA, ordering and consuming parts from trunk stock, and updating 50,000 installed products
- ServiceMax Field Service App on iPad
- CRM: Salesforce
- ERP: Epicor

Solution

Schneller heard about ServiceMax at an industry conference. “We saw ServiceMax as the way to gain the visibility we didn’t have,” he says. “We could see its potential to reduce costs and improve customer satisfaction.” In the nearly three years since Medivators went live with ServiceMax, those promises have been realized. The company’s sales team can now see all activity at customer sites, including existing service contracts. “Before ServiceMax, the sales people would have to call the service department to find out what was going on before they visited customers,” Schneller says. Today, sales can look up the customer in ServiceMax directly, tapping into information to help them win future sales. “Our technicians have become the eyes on-site for sales,” Schneller says. Technicians can also flag customers’ accounts as opportunities for the sales department and receive incentives if a sale is completed.

But the service team’s success hasn’t made Schneller complacent. Medivators recently implemented Connected Field Service, a joint offering that uses PTC’s ThingWorx IoT Platform that enables proactive diagnostic and remote service. “For 78 percent of our calls, we can now use remote access to solve technical issues,” Schneller says. “We used to rely on primitive, slow tools for remote access. But in medicine, speed is crucial.”

Results

Medivators has shrunk the time it takes to receive service reports and training certifications. That 2 week window is now fewer than three days — and, in many cases, the same day. “With ServiceMax on iPads, we can send reports right after service is completed,” Schneller says. “We’ve told field technicians that customer calls should be closed the same day, and now have the tools to make this happen,” Schneller says. “Our goal is to bill less than 24 hours after we visit the customer,” which, he says, has significantly improved cash flow.

The Connected Field Service solution, meanwhile, will help Medivators shift to a proactive service model. “We can receive alerts about problems even before customers know there’s an issue,” Schneller says.

The combination of reduced billing and reporting cycles, and greater visibility into service activity, has contributed to the service division’s value to the overall company. Says Schneller, “We haven’t just seen an increase in service revenue — we’ve doubled our profitability since using ServiceMax.”

About Predix ServiceMax

ServiceMax, from GE Digital, leads the global industry of field service management software—an estimated $25 billion market worldwide. The company creates solutions for the 20 million people globally who install, maintain, and repair machines across dozens of industries as the leading provider of complete end-to-end mobile and cloud-based technology for the sector.

About GE Digital

GE Digital is the leading software company for the Industrial Internet, reimagining industry's infrastructure by connecting software, apps and analytics to industrial businesses to drive a Predix-powered world. GE Digital creates software to design, build, operate and manage the entire asset lifecycle—enabling industrial businesses to operate faster, smarter and more efficiently. For more information, visit www.ge.com/digital.

ServiceMax from GE Digital | www.servicemax.com | info-servicemax@ge.com

©2018 General Electric. All rights reserved. *Trademark of General Electric. All other brands or names are property of their respective holders

GEA33710 01/2018