



Optimise asset usage – selected aspects of Rail Customer Service



Customer service/support

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's <u>requirements are met</u>.

Customer support is a range of customer services to <u>assist customers</u> in making cost effective and correct use of a product. It includes assistance in planning, installation, training, troubleshooting, maintenance, upgrading, and disposal of a product.









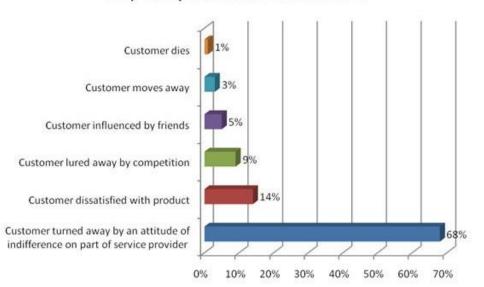






Customer Retention

Why companies lose customers?



SI





Customer service/support

- Documentation handover
- Equipment warranty
- Engineering support
- Maintenance support
- 24h customer service
- On project support

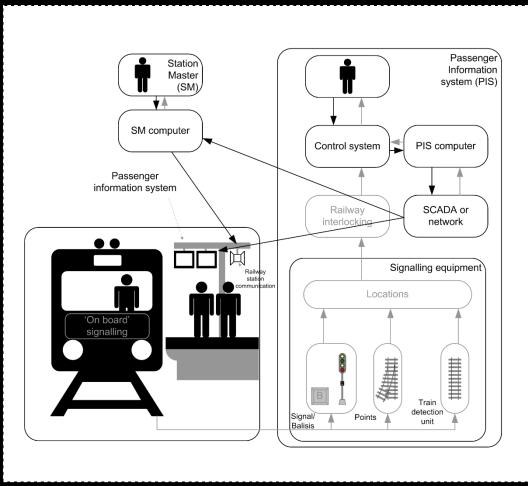




Customer engagement



Objects



http://www.motzky.com





Project delivery dynamics

Design house

✓ Drafter

✓ Designer

✓ Checker

✓ Project Engineer

✓ Engineering Manager

✓ Project Manager

Principal Contractor

✓ Approver

✓ Project Engineer

✓ Superintendent

✓ Project Manager

✓ Contract Manager

Installation contractor 1

✓ Installers

✓ Team Leader

✓ Project Engineer

✓ Project Manager

Installation contractor 2

✓ Installers

✓ Team Leader

✓ Project Engineer

✓ Project Manager

Tester in Charge

✓ Test assistance

✓ Testers

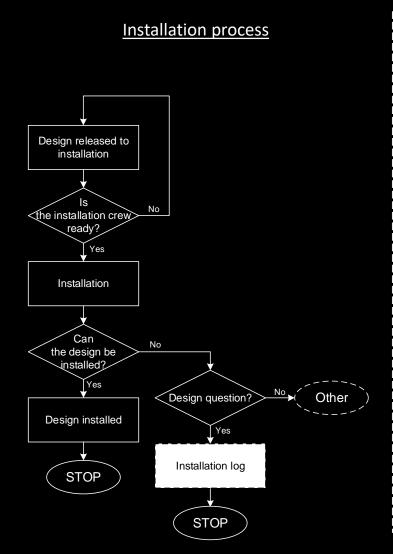
✓ Tester in Charge



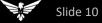


Design logs

Design process Design drafting No Draft ready Yes Design checking No Check approved Yes Design approval No Design approved Yes **STOP**



Testing process Design released to testers No the installation completed2 Yes **Testing** ts there and No installation problem? Yes No Other Design question? Testing log Yes Testing log **STOP STOP**





Equipment

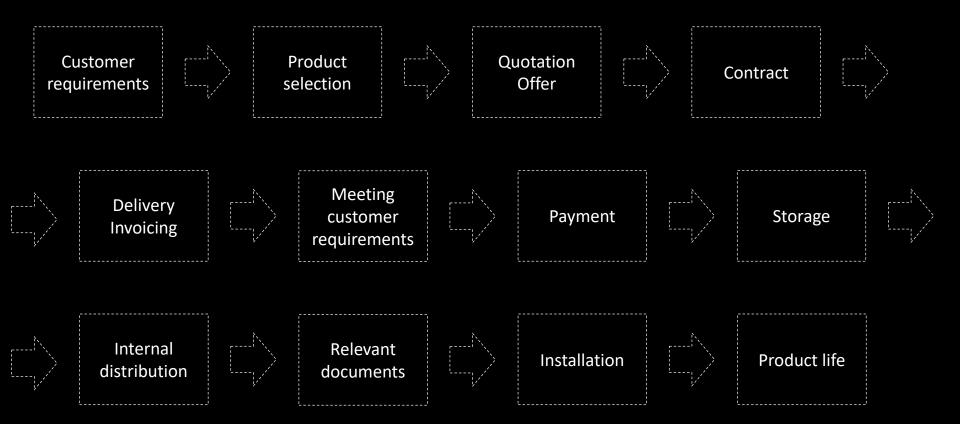








Supply chain





Key in Customer support

- Understanding
- Treatment
- Internal and external customers
- Meaningful information
- Simple and cost effective technology
- Organisation
- Improvement and optimisation

