

Field Service – After Sales with Special Customer Proximity

The term "service" covers many features, however, customers often feel left on their own. A Field Service has been in place at Moeller for years. etz asks what this service means in particular, who can use it and what are the benefits for the potential customer.

etz: The term "Service" is very commonly used with a lot being presented as a service that does not deserve the name. What does Moeller mean by service?

Völker: Moeller generally offers a number of services, whether for accessing catalogues, brochures, wiring manuals or installation instructions via fax, e-mail or as downloads via the Internet, or also a newsletter for the latest information on technical developments. Services also include training courses or additional courses for Moeller products. A possibly less known service is our Field Service – comprising services in the after-sales area.

etz: Is the Field Service an onsite service?

Völker: Yes and no, we use the term to express the special proximity to the customer of Moeller's after-sales service, i.e. direct service from the manufacturer. Our Field Service is established worldwide and is made up of four elements: the Helpline, the Onsite and Online Service and Repairs. The Helpline is available to customers round the clock as a service hotline for support in the event of a malfunction. Our customers are furthermore provided with advisory support and qualified solutions to problems by e-mail. The Onsite Service offers fault rectification onsite, competent support for installation and commissioning, or the measuring and testing of complex control and energy distribution systems. The Online Service offers our customers access to the Field Service database with which they can carry out online diagnostics and thus find and rectify faults interactively in the event of system malfunctions. This service also provides an extensive range of FAQs. The Download area also provides the latest updates for software or documentation. The Repairs area includes the Direct Exchange Service for Moeller products and the Repair Centre for inex-

pensive repairs. This includes Service training courses for selected Moeller products.

etz: Do you mean then that there is always someone available round the clock?

Völker: Yes, the service requirement is not time restricted, and the same applies



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to our services. In the event of a fault, our customers first phone the 24-hour emergency number where they can talk to a competent service engineer. Customers expect materials to be available quickly and personnel to be qualified. An anonymous call centre with a friendly voice and little technical know-how can't offer much help. Customers want an extensive range of services at reasonable prices. This provides them with greater flexibility. On the one hand, they can concentrate on their original tasks, and on the other hand, they save costs because they don't have to reserve expensive service personnel.

etz: What does this Field Service offer exactly?

Völker: The Field Service provides customers with fast and flexible support. Our staff have several years of experience and are experts in their field. They are available round the clock. This guarantees short downtimes and prevents long production stoppages – resulting in a competitive advantage for our customers. If required by customers, we also carry out regular inspections and maintenance, enabling any possible faults to be detected in advance, so that preventative measures, such as repairs or parts exchange can be carried out. Our Field Service also offers a conversion service in which existing systems are examined and possible conversions presented and implemented on request. This ensures fault-free and economical production in the long term with the latest Moeller products and reduces costs by downtimes. This offers all customers significant cost benefits.

etz: Who are your customers and what cost benefits do you mean?

Völker: For the user, malfunctions on devices and machines can bring about unwanted production stoppages, downtimes or restricted availability – often involving considerable costs. Our Field Service can rectify faults swiftly or even prevent them in some cases. In addition to users, our customers include OEMs, consisting primarily of machine builders and panel builders. They appreciate the benefits of a reliable service and do not have to set up resources of their own. With regard to cost benefits, the following example illustrates the benefits a direct exchange of Moeller products. Ceratizit Austria GmbH, based in Reutte in the Austrian Tirol, received a shutdown signal in one of its plants in Hungary. We were able to send the replacement part by express courier on the same day so that the downtime costs could be kept to a minimum. We were able to deploy a wide range of options in order to provide fast and straightforward support.

etz: Moeller has operations worldwide, can you ensure a worldwide service?

Völker: We offer 24-hour support on our Helpline for the whole of Europe. Worldwide support and problem solving



is offered by our telephone Service Centre, which is manned during normal business hours. The Online Service, the Email Service and the Online Diagnostics service are also available. This last service is currently being set up for selected automation products, and requires the customer to enter more detailed information about the symptoms and faults until the cause of the fault is determined. We also offer invaluable remote diagnostics services for several products.

etz: *What service operations have you recently completed?*

Völker: Without wanting to exaggerate, we have been very successful. The operation at the Frankfurt Main Tower is one example of this. One Saturday night, a circuit-breaker tripped and indicated a fault in the cooling supply of the district-heating power stations. Any failure on a weekday would incur personnel costs of about 175 000 € per day, as well as a loss in sales. We had already rectified the fault by Sunday. Another example was a fault in the main feeder of a hospital. In this critical area human life can naturally be put at risk. We restored the power supply within the shortest possible time since a stand-by generating set is not a permanent solution. These practical examples show how important fast and qualified help can be. However, our Field Service also provides support for our customers with commissioning. For example, at STB Beck Steuerungstechnik in Egg, Austria.

There we implemented together with Moeller Gebäudeautomation KG in Austria the commissioning of a diagonal lift and then carried out the frequency inverter settings for the application. An operation in Saudi Arabia demonstrates the capabilities of our worldwide service. Together with our Italian colleagues from Moeller Electric S.r.l. we developed a tailored solution for the parameter assignment of soft starters at the Mohammed A. Sharbatly Corp., Jeddah/Saudi-Arabia.

etz: *The Field Service, however, is a business. What are the costs for your customers?*

Völker: The Moeller Field Service continuously adapts its terms and conditions to market requirements. The costs are based on hourly rates and material prices. However, every order and every contract is tailored individually to suit customers according to their requirements and the resulting service provisions. We offer tailor-made package prices for inspections, maintenance, conversions and retrofits. Preventative service charges are relatively low compared to the considerable expenditure involved in malfunctions, and their consequences in particular. The 24-hour hotline for malfunctions is free of charge to our customers. We can offer special contracts for special requirements in terms of availability of material, personnel and know-how.

etz: *How do you adapt your offers to present and future requirements?*

Völker: We are currently in the process of expanding our service. Here we are using as a basis the Initiative Services in Automation of the German Electrical and Electronic Manufacturers' Association, in which Moeller is actively involved. As well as the response service that we have improved, we also offer the active service previously mentioned. This is designed for the conversion of PLCs and circuit-breakers, as well as for preventative maintenance in the form of inspections and maintenance of components or systems. We will continue to place our customers at the centre of our activities. We are also expanding the database support of customised processes (CRM) and the telephone Service Centre. Furthermore, our service team is highly motivated and is continuously increasing its level of expertise.

etz: *Where can prospective customers find information about the Field Service?*

Völker: All important information and telephone numbers are available on our home page at (www.moeller.net/fieldservice).

Our customers can reach us directly via fieldservice@moeller.net and via our hotline. Try it out for yourself. ■