Kögel Life: Vehicle CV, maintenance and repair history

This part of the portal provides data concerning the vehicle history. The vehicle CV file is accessible to authorised users after logging in and entering the vehicle identification number. The file contains comprehensive information on e.g. the full service agreement or on maintenance measures and repairs performed. Bernhard Urban, Head of After-Sales, expresses the experiences of his customers: “Access to centrally collected and combined vehicle and agreement data and a completely documented vehicle history greatly benefits both customers and service partners.”

Profitability

Due to the good acceptance, the experience gained up to this point and the expected data flow, Kögel expects the system to amortise itself within twelve months.

Summary

Despite the narrow time frame and the different IT partners involved in the project there was implemented a system on schedule, that meets the requirements of both Kögel and its customers in every regard. The Online Service Portal optimises and accelerates internal order processing on the one hand and service and complaint management on the other hand. Moreover the system optimises communication and co-operation with customers and service partners. For the customer it is clear that the investment in a Kögel vehicle continues to be a safe investment after delivery. The Online Service Portal is a distinguishing characteristic that helps to strengthen and expand Kögel’s market position.

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Case Study

Online Service Portal

Acceptance

“The response was already overwhelming when we introduced our Online Service Portal at the IAA in September 2006. We hadn’t expected such a steady stream of visitors, who want to see and test our Service Portal. But the news of a system with such obvious customer benefits, which is the first of its kind on the market for commercial vehicles, gets around quickly. Barely three months after going online, Kögel already scheduled more than 500 registrations and over 300 spare parts orders made via the Internet catalogue and ordering system. This clearly indicates that our customers and partners accept our Service Portal very well.”

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Initial situation

Until mid-2006 the Kögel call centre received spare parts orders primarily by phone or fax. Orders were accepted during normal trading hours. The identification of the required spare parts was quite difficult for both the customer and the clerk at Kögel, as only a rudimentary, universal spare parts catalogue was available on CD. The vehicle-specific search for spare parts was very complex. Unambiguously information caused misunderstandings and incorrect orders. Due to poor data quality or missing access to needed information queries to the Kögel service hotline were necessary very often.

Industry

Commercial vehicles

Application

Online Service Portal for:

- Spare parts ordering
- Request for quotation
- Request for warranty
- Vehicle history
- Technical information
- Products, services

Technologies

- PSIPenta (ERP System by PSIPENTA Software Systems GmbH)
- f@stcheck.CAQ (CAQ System by InQu Informatics GmbH)
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"When our service partners purchased spare parts the order was associated with intensive internal research at Kögel. After identifying required spare parts in a very time consuming manner our clerks processed orders manually. This complex process led to our personnel being tied up for unreasonably long periods," explains Bernhard Urban, After-Sales Division Manager at Kögel the initial situation.

**Task**

To support the company’s dynamic development with optimised after-sales processes Kögel planned to implement an integrated Online Service Portal. This was intended to accelerate the processes of spare parts ordering and to optimise the service and complaint processing as well as the management of full service agreements. The main objective was the automation of processes to reduce vehicle downtimes and to bring down costs for the service partners and for Kögel itself. Tight scheduling was assigned for the planned project, as Kögel wanted to have the new Service Portal online by the start of the IAA for Commercial Vehicles in September 2006.

**Project execution**

The project was started in spring 2006. The beta test with selected service partners was carried through in July 2006. And right on schedule the portal went online in September 2006. The Kögel Service Portal was implemented in a record time of somewhat more than six months. To implement the entire system Kögel chose the applications of three German IT partners: Docware GmbH in Fürth, InQu Informatics GmbH in Dresden and KUMAtronic Software GmbH in Markdorf.

Kögel compiled functional requirements, the project schedule left no time for detailed specifications. Thus all partners held a workshop to develop requirement specifications that provided the basis for planning the content, economic aspects and scheduling. Thereby Kögel benefited greatly from the competence of its IT partners.

The overall project was divided into the following steps:
1. Processing of vehicle and service data
2. Setting up the spare parts catalogue
3. Setting up the QA system for processing complaints and warranty claims
4. Setting up the CMS Service Portal with the web shop
5. Integration of the spare parts catalogue and the QA system in the CMS Service Portal
6. Linking of the CMS to PSIPentent ERP and f@stcheck.CAQ

All sub-projects were executed at the same time. Interfaces were developed parallel. That required a close co-operation of all business partners.

"Co-operation with and among the partners was very professional. Above all it was the quick reaction to modified requirements that made a go of the project", said Peter Beisecker, Project Manager at Kögel Fahrzeugwerke GmbH. "Change requests and requirements added during the project were implemented without difficulties and keeping to the budget."

**Solution: Kögel Service Portal**

The Kögel Service Portal comprises three main areas closely interlinked: ‘Kögel Parts’ (spare parts procurement), ‘Kögel Service’ (processing of warranty claims and repairs) and ‘Kögel Life’ (vehicle history). The integrated overall solution is based on: PSIpen-ta, an ERP system by PSIPENTA Software Systems GmbH, f@stcheck.CAQ, a CAQ system by InQu Informatics GmbH, PARTS-PUBLISHER, a spare parts catalogue software by Docware GmbH and update, a content management and shop system by KUMAtronic Software GmbH. These systems linked are integrated in a uniform, web-based user interface.

There are also a directory of service partners, an integrated route planner, an open area with the maintenance intervals of the vehicles and an area for downloading a large number of technical documents.

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**Kögel Parts:**

Spares parts procurement

Kögel Parts (web shop with integrated spare parts catalogue) can be accessed by entering the vehicle identification number (VIN) without registration. The ordering function is only available to registered users (one-time online registration). Corresponding to the entered VIN vehicle-specific catalogues are provided. Only parts assembled in the vehicle selected are displayed. The assembly structure mapped in the catalogue simplifies the identification of required parts. No stumbling over terms or variants, but fast research and unerring selection of the required parts. All parts are marked as either available or unavailable for ordering. The availability (yes/no) of required parts, the list price and the customer-specific purchase price are automatically displayed. Spare parts can be ordered point-and-click directly from the catalogue without phoning, faxing or entering an Email address. The catalogues are available in several languages.

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"The Service Portal helps to accelerate procedures in after-sales service. The conventional processing of a service case and the exchange of information by fax used to take up to three days. Today everything that’s necessary is completed within 24 hours at the least possible cost."

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Kögel Service: Vehicle management, repair queries, warranty claims

Kögel Service (CAQ system) is only accessible to registered service partners. To classify the service required Kögel Service provides vehicle-related identification of components, specification of complaint reasons and selection of repair measures. Based on a guide time catalogue repair costs are automatically calculated. To calculate the material costs the spare parts catalogue provides the adequate data. An estimate of the costs (including costs of material and repair services) is made immediately.
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Acceptance

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Qloxx

Internet

PARTS-PUBLISHER

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