

Samsung manages third-party repair shops with Qmatic solution.



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Tavicha Thongirachote, Senior Service Network Support Manager at Samsung Thailand



SOLUTION OVERVIEW

SAMSUNG THAILAND

Samsung Thailand is one of Thailand's largest suppliers of consumer electronics.

INDUSTRY: Consumer electronics

REGION: South East Asia

GEOGRAPHY: 14 franchise repair shops in Thailand

THE CHALLENGES

- Chaotic waiting line situation in many franchisees due to high customer demands.
- Difficult to tailor service and messaging to varying customer demands.
- Different Customer Experience in different stores – big variations in quality and repair times.

THE SOLUTION

- Qmatic Orchestra Enterprise platform
- Solution where customers sign in by choosing what kind of service they require.
- Digital signage system for waiting customers.
- Statistics and real-time alerts for management and staff.
- Integration with work order system.

THE BENEFITS

- Improved customer experience.
- Faster repairs.
- Helps Samsung Thailand streamline franchise management.

Using Qmatic solutions, Samsung Thailand created clarity and provided insight into ways in which the company's 14 franchisees handle mobile phone repairs. Through an ingenious integration of Qmatic's system with a repair-management system, users can track customer satisfaction, repair time, and other data. The results? Dramatically improved quality.

The situation

Samsung's franchisees in Thailand manage all repairs of the company's phones and are thus important customer contact points. Situations in many stores weren't good – with long waits and unstructured waiting lines. And employees couldn't see what visitors needed.

Customers became frustrated, and customer satisfaction was naturally low. Samsung realized that the company had to carefully monitor work conducted in the stores – to be able to support the stores that weren't performing well. Samsung also understood that the solution for better customer satisfaction was in a more structured customer-management process that started upon entry into the stores and continued throughout the entire chain until customers received their repaired phones.

The point of change

"We realised that without better tools, our franchisees could not generate adequate quality and add value," says Tavicha Thongirachote, Senior Service Network Support Manager at Samsung Thailand.

Higher, more consistent repair quality and shorter repair times were business critical for Samsung Thailand. And the company wanted to create more personal Customer Experiences, whereby employees would know more about the customer next in line – to be able to better serve that customer.

The result

Samsung waiting and service times are now carefully checked. The data that comes from the system is more than just data. It's useful information that allows Samsung to deliver good service and also make constant improvements.



The customer journey

Pre-arrival

Even before customers arrive at the branch, they can secure their place for service. Customers who call the call center can book an appointment time, convenient to them, for their visit to the branch. This means that the customers really feel they have control over their time. It's a much appreciated service.

The appointment system means that the branch staff is prepared better, they know who is coming in and when. Using the appointment approach also means that the amount of customers arriving into the branch can be better controlled and the amount of customers can be more easily matched with the available staff.



that they are in branch to collect a device. Whatever selection the customer makes, the system is configured to deliver the appropriate service in the right way at the right time.

Waiting

The target is to ensure no customer ever waits more than 10 minutes. Customers can see their place for service on the LCD screens. When they are called for service the screens display that they are being called but also there is an audio announcement in either English or Thai, depending on which the customer selected at the kiosk. This kind of audio and visual calling reassures the customer and also reduces hesitation time. The customer is certain where to go for service and when, and when matched with the aim to serve them promptly, the whole experience is positive.

Serving

Because the customer selects the required service the staff are fully aware of the service required. This saves so much time and allows the server to be well prepared. The server also gets alerted about the serving time. There is a red, amber and green countdown to when the service is due. The aim is to ensure that all customers are served on time.

Managing

The entire service process is a key driver in the Samsung service centers. So much so that there are key performance indicators around how long a device takes from arriving at the branch to the time when it is returned to the customer. It's also essential to service promise for customers and deliver prompt service and a good experience.

It's a global truth that personnel constitute one of the highest costs for organisations. So staff must be used efficiently. In addition, it's also the case that when organisations must deliver great face-to-face customer experiences, then they must have the right staff in the right place at the right time. The ability to know how many employees to schedule (where and when) means that organisations enjoy two benefits: optimal resource use and capability to deliver good customer service.

Arrival

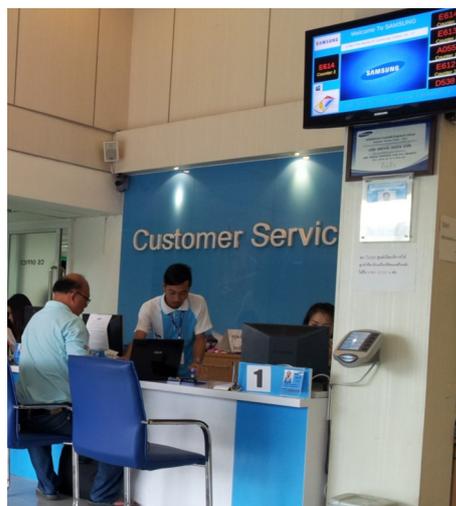
When customers arrive at the branch they can request service at the touch screen kiosk. They can select their preferred language, English or Thai.

There is a choice of five services. The selection of "send a mobile or tablet" is the fastest service. Most customers go to the service centre and want their device back as soon as is possible. When this service is selected the service team are alerted and prepared.

Customers can also select that they are a pre-booked appointment. They can even alert staff

Post serving

When the transaction is complete the customer has the opportunity to rate their service using the customer feedback unit. For the customer it's important that they can exercise their view as soon as possible. It makes the information much more meaningful for Samsung and the service team.



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