



EXECUTIVE BRIEF

Increasing equipment uptime and customer service satisfaction with AI-driven parts recommendations

Business problem

Original equipment manufacturers, after-market parts suppliers, and any organization that wants to provide the right replacement parts and service at the right time at the right price, all face a common challenge. The customer wants a complete solution for their maintenance problem—which means all the parts, tools, and instructions they need to put the asset back into production as quickly as possible. They depend on the supplier to provide the complete solution. Anything less means lower customer satisfaction due to wasted time, frustration, and confusion. If a less-than-complete solution is provided, a company's own brand is damaged, as it's no longer seen as an expert solution provider to the business.

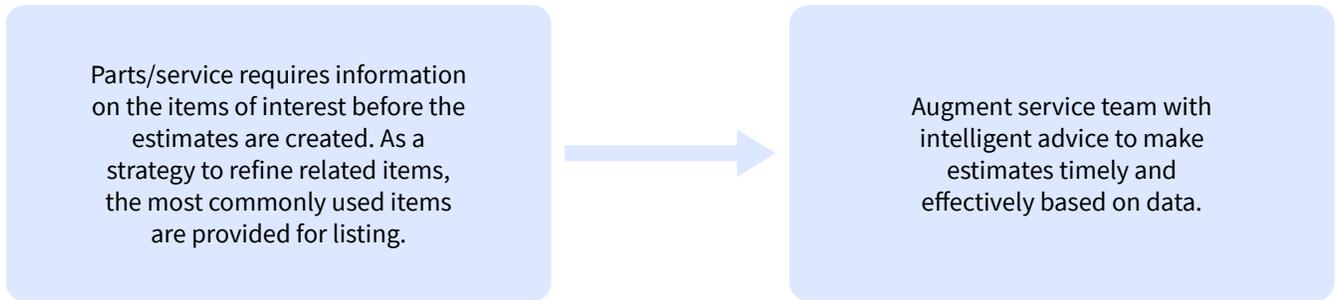
In a world of high employee turnover, fast-paced sales, and stiff competition, what can a business do to guarantee a complete repair solution quickly and increase brand reputation and customer experiences? Read on to find out.

Real-world case study

As the world's largest manufacturer of multidirectional forklifts, Combilift has 60,000 unique trucks in operation to meet each client's industry-specific needs. Managing such a diverse set of trucks across industries creates servicing complexities. This dynamic requires expertise to accurately quote the right set of parts to ensure a first-time fix.

When the right set of parts is not quoted for a service job, the service engineer sometimes can't complete the job the first time around. Instead, the engineer must stop work, conduct research, secure the right parts, and then return to the customer to complete the service. The delay in completion increases the cost of the service to both the dealer and the customer because the machine being serviced remains nonoperational.

Coleman AI



Machine learning ensures the right set of parts is auto-generated for service quotes.

Application

To ensure the right set of parts is auto-generated for service quotes, Combilift seized the opportunity to leverage its data through the Infor Coleman® AI platform's built-in machine learning capabilities. Coleman AI's machine learning models produced information that improved the efficiency and accuracy of recommending the right parts, ultimately reducing stress on staff, and ensuring a first-time fix for clients.

Kenny Gilmour, Global Parts Manager at Combilift said, "I personally have used the Coleman AI-powered product recommender and it works very well. There have been situations where a customer has requested a component and I have personally serviced the request. I have been here for almost 15 years quoting parts and I can see that my experience and Coleman AI are in sync."

Timeline

Machine learning application development cycles have the potential to drag on for years, which can be costly **if results take years to manifest**. Combilift, with Infor®, started down a journey to solve some simple problems with well-defined goals. These goals and business problems were then informed by an initial data exploration and consultation with machine learning experts as to what can be achieved with available data. By focusing on rapid and measurable results, development cycles are shortened to achieve results in weeks not years.

In under 60 days, part recommendations—powered by Coleman AI—were delivered directly within the Parts Estimator screen of Infor CloudSuite® Industrial. This is where the parts department spends most of its day, so having these recommendations available directly within the business application generates faster, more accurate quotes and brings the solution directly to those who use it.

Solution

Platform technology

Infor's platform technology is foundational to the CloudSuite Industrial enterprise resource planning (ERP) solution, which allows seamlessly extending the solution with integrated services such as artificial intelligence (AI), data lake, and analytics. In addition to leveraging Coleman AI to make processes more efficient and accurate for Combilift's parts department, Infor Homepage services were used to deliver more efficiency and accuracy to the production department responsible for production key performance indicators (KPIs).

Coleman AI

Machine learning models automatically consume the past service quote data being produced and stored in the cloud-based system. The fact that the Coleman AI system and Infor Data Lake were already part of the existing ERP system saved time and increased return on investment. Automated retraining keeps models from getting stale, and preconfigured machine learning activities make development repeatable.

As machine learning models learn the business expertise, employees are then more productive and contribute to better outcomes, especially with new hires. "With new hires and less experienced staff in the parts department, we knew that there were missed revenue opportunities because of inaccurate quoting. For example, if someone needs a water pump, a trained employee knows to add a gasket. But a new hire would not, leaving the customer to go to another vendor to purchase a gasket. We're excited about Product Recommender getting smarter and smarter so we can bring in more revenue while keeping our customers happy with a first-time fix," Gilmour explained.

Results

First-time-fixes are the gold standard for Combilift, which prides itself on both customer and employee experience. The parts recommendations directly resulted in a 30% increase in first-time-fixes, as well as a 30% reduction in time to complete the service. Quotes were more accurate and made faster, lowering quote times from 20 down to five minutes. Service costs and service times lowered by 40%. These efficiencies generated an uptick in revenue per transaction by 40%.

Improved customer satisfaction and an increase in customer referrals only added to the company's success. With less equipment downtime, customers of Combilift can be more productive in their own businesses and not forced to wait while equipment is being serviced.

Real-time production KPI visibility was noticeable in under 30 days. The shift from daily KPIs to ones refreshed every 15 minutes enhanced the decision-making of employees. Time savings of KPI report generation was achieved through automated reports, and employees are happier with on-demand access to workshop-floor information—safely at their desks. In addition, Coleman AI can easily scale to accommodate Combilift's changing needs as the company grows.

To hear directly from Combilift about their experience, [watch this video](#).

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