



MITSUBISHI ELECTRIC CHANGES FROM COMPETITIVE DISPATCH AND CLAIMS PRODUCT TO SERVICE OPERATIONS TO BETTER MEET ITS NEEDS.

THE COMPANY

Mitsubishi Electric was founded in 1921 when Mitsubishi Shipbuilding Co. Ltd. (now Mitsubishi Heavy Industries, Ltd.) spun off the electrical machinery plant of its Kobe Shipyard as a separate company. This new arm immediately branched out and grew at a remarkable pace, anticipating and answering the needs of each era with innovation, in line with its corporate statement of “Changes for the better”.

Headquartered in Irvine, CA. Mitsubishi Electric Visual Solutions America (MEVSA) manufactures and markets a complete line of display products including projectors, data wall display systems, LCD digital signage monitors and players, large screen 3D DLP ̇ televisions and the world’s first laser TV, Laser Vuė across the US and extending into Canada.



THE CHALLENGE

MEVSA has a team of 60 people dealing with both consumer and corporate warranty business and the system in place to handle claims and servicer/parts management needed updating and improving, as it was no longer fulfilling the business requirements and was giving the team problems in dealing with claims as effectively as they wished.

CHOOSING A PROVIDER

The project at MEVSA was headed up by Michael Snead, Director, of Field Quality and Consumer Relations, who initially considered whether the objectives could best be met by the provider of the original system, resolved in-house by buying 'off-the-shelf' software, or if a new external supplier would provide a better solution.

ServicePower was commissioned for the project based on their reputation and the ability to build the new system to meet claims handling standards and the business requirements of MEVSA and integrate with the elements of the existing systems to be retained.

IMPLEMENTATION

Several discovery meetings took place to establish the specific requirements for the new system and the ServicePower software was refined to fit the business needs specification and interface with the existing system. The new system was trialed for 30 days by a small number of servicers and then expanded out to the full business, with the claims handling and servicer payments sections being extremely successful from implementation. The parts dispatch side was more complex than originally anticipated and so was the last area to fully roll out in late 2012 and now provides an integrated dispatch facility with both internal and external monitoring.

BENEFITS

Since implementation, the MEVSA claims and servicer payments systems have become much more streamlined, overcoming many long-term issues for the service team, and the company has noticed significant cost and time savings in both areas. The addition of the Canadian side of the business to the system has also gone smoothly. The parts dispatch side now allows for more effective scheduling of service appointments in line with parts delivery times and it is anticipated that customer satisfaction levels will be greatly improved as this area comes fully online.

THE FUTURE

ServicePower continue to provide excellent daily operational support and a project is now underway to bring the business/professional sector products into the system alongside the consumer products with the discovery process due to start in April 2013.

About ServicePower

ServicePower, is the only company that provides a complete global, mobile, field management platform enabling clients to mix labor channels, utilizing employed, contracted resources, and on demand resources while controlling all elements of the field service lifecycle, from planning, to execution to analysis. We offer a range of integrated software products and services that are used by some of the leading manufacturers, third party administration, insurance, and telecommunications companies, world wide.

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