

## Case Study

### Carl Zeiss Microscopy

 Empolis



## Increased customer satisfaction thanks to intelligent knowledge management

### How Zeiss Microscopy optimizes its support

**Sensitive high-performance microscopes from Carl Zeiss Microscopy have their own unique customer service requirements in terms of data availability and speed. With the help of the Empolis Service Express® knowledge platform, all knowledge is digitalized for all service technicians to speed up processes and increase service quality. This is extremely valuable in many respects.**

Modern high-performance microscopes are of great importance in various fields. They help create a better understanding of neuronal diseases, perform precise operations, advance research into energy generation or even monitor and optimize production processes for microchips. For all of these use cases, Carl Zeiss Microscopy is one of the world's leading manufacturers. Behind the microscope systems from Zeiss are not only powerful production facilities, but also an international, exten-

sive support infrastructure and a competent service team with over 1,000 trained employees. In the past, despite their expertise, they had to conduct time-consuming research in various systems to process service requests. They searched in manuals of up to 800 pages, in 6 different file formats and in 7 source systems. With over 20,000 tickets per year, this approach needed to be fundamentally reconsidered.

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### A clear goal: Significant improvement of the status quo

The IT structures that had grown over the years were established and expanded according to the requirements of the individual areas, without any harmonization taking place. This ultimately led to high manual effort. In addition, customer satisfaction dropped continuously, because employees did not have relevant information at hand quickly enough, which made it even more difficult and delayed the processing of customer inquiries and problems. For project manager Martin Fischer, Head of Global Service and Customer Care at Carl Zeiss Microscopy, the time for change had come: "My team and I were concerned with the central question: How can we provide and use information in such a way that the service process is significantly accelerated and quality is increased? We then worked consistently towards this overall goal."

Für Projektleiter Martin Fischer, Head of Global Service and Customer Care bei Carl Zeiss Microscopy, war die Zeit für Veränderungen gekommen: „Mein Team und mich hat die zentrale Frage beschäftigt: Wie können wir Informationen so bereitstellen und nutzen, dass der Serviceprozess signifikant beschleunigt und die Qualität erhöht wird? Auf dieses übergeordnete Ziel haben wir dann konsequent hingearbeitet.“

### Fast project progress thanks to good preparation

It was time to use a central knowledge management system to provide access to data across all data sources, without compromising existing approval and update processes. At the same time, metadata was needed to add externalizable criteria to documents and facilitate targeted searches for information.

After reviewing various content delivery portal providers, they decided to utilize the Empolis Service Express® knowledge management solution.

The decisive reason: metadata is available in evaluated systems, but the requirements went much further, since, for example, a mobile app with offline function was needed. Likewise, in addition to information in XML format, many other file formats were needed. Also, access for external parties was required to precisely control the role and rights system.

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“The offline functionality was very important for us, as our service technicians sometimes work on devices that are very sensitive in terms of electromagnetic radiation or vibration. Empolis was able to offer us, among many other features, this important standard functionality,” says Fischer.

After initial discussions and a proof of concept phase, Empolis Service Express® was able to convince across the board. For the first time, all expert information from instructions, documentation, spare parts catalogs, solved cases from ticket systems and even marketing documents was made available to all service technicians via a central and simple navigation with Empolis Service Express® – and this from various sources, on- and offline.

### Standard software meets customer specific requirements

The entire project was divided into individual sub-projects, rolled out and implemented successively. In this way, service technicians became accustomed to the new system, which is called Mira. A key factor in the success of the project was the intensive preparation. The development harmonized metadata as a semantic basis at the very beginning of the project, causing the project team to be confronted with a variety of challenges. However, the effort was well worth it. Designing diagnostic and decision trees was time well spent in order to intelligently digitalize.

Martin Fischer comments on the decision as follows: “First of all, capturing knowledge systematically is all great. Yet, from a strategic point of view, digitalizing knowledge is much more. Suddenly, unskilled or not fully trained technicians can be as expert and experienced as the best experts with the help of intelligent assistants. This is an unbelievable competitive advantage for us.”

Zeiss was also able to gain the advantage of time with the connection of additional data sources: Thanks to the API of Empolis Service Express® this is carried out quickly and easily. Now, documents are available in 12 languages via Mira.

### Outstanding results for Mira

The information about the good experiences with the standard cloud software spread quickly throughout the organization of Zeiss Microscopy and more departments are becoming increasingly interested in the state-of-the-art knowledge management.

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**Martin Fischer**, Head of Global Service and Customer Care,  
Carl Zeiss Microscopy

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“We believe that increasing the resolution speed of individual tickets by 30 percent is just the beginning. There is more to come, because we have concentrated on selective areas,” says Martin Fischer proudly. He and his team are highly motivated to further optimize Zeiss' customer service for the future. Initial projects are currently testing how augmented reality can be

used to automatically display solution recommendations on service technician's glasses. This would allow technicians to be trained faster. Updates and new features could be relayed faster as well. Certainly, knowledge management with Empolis Service Express® forms an important basis for a wide variety of future use cases.



*Increase of Net Promoter Score*



*Reduction of Average Repair Time*

### About Carl Zeiss Microscopy

Carl Zeiss Microscopy is one of the world's leading manufacturers of microscopes and microscope solutions for life science and materials research, quality assurance and quality control. The Group also builds optical sensor systems for integrated process analysis. In addition to excellent light/ion and electron microscopes, ZEISS also produces a wide variety of fluorescence light-sectioning systems and high-resolution X-ray microscopes.



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