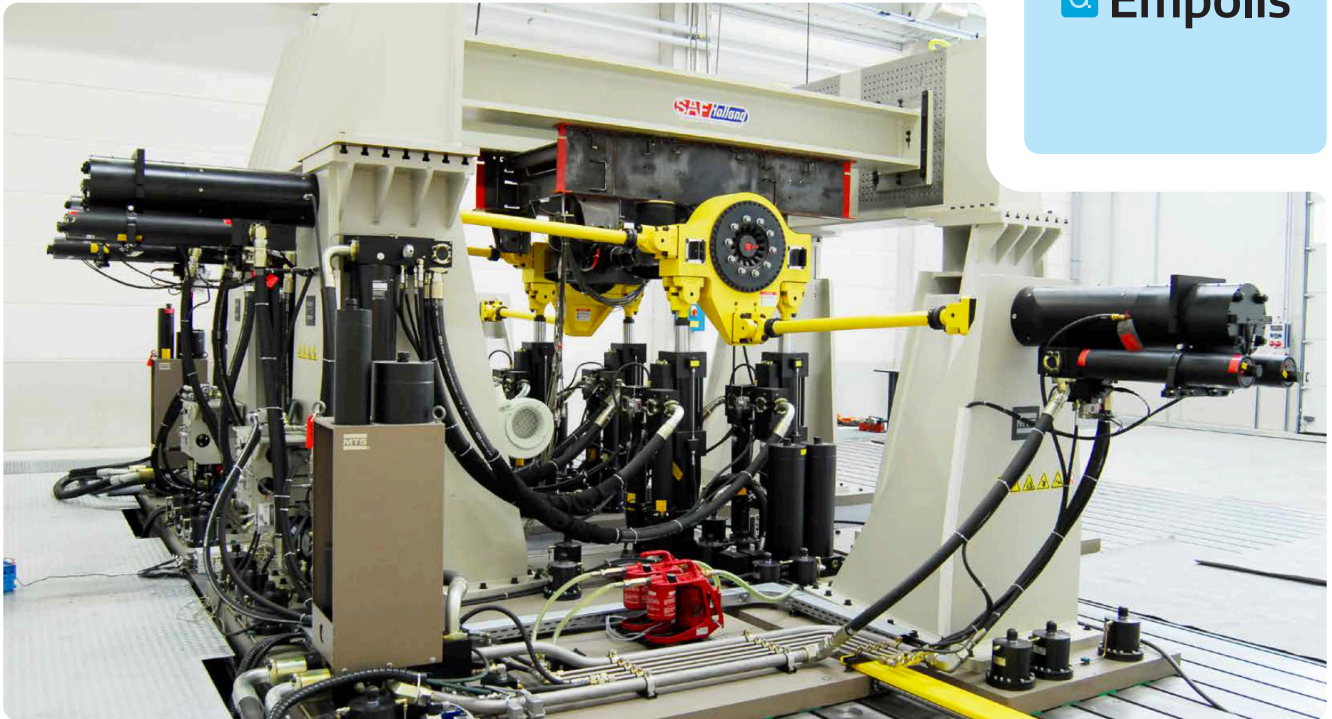


Case Study

SAF-HOLLAND I.Q. PORTAL

 Empolis



How SAF-HOLLAND provides intelligent service and helps customers find solutions more quickly with the aid of an AI-based knowledge base.

With 21 production sites, 47 subsidiaries, and 3,000 employees, SAF-HOLLAND is one of the world's leading suppliers of trailer and truck components and Europe's largest listed independent manufacturer of chassis related systems and components primarily for trailers and semi-trailers, but also for trucks and buses.

Knowledge management as success factor for SAF-HOLLAND

The SAF-HOLLAND Aftersales section provides services, guidance, and contacts for all products. The company offers a vast range of spare parts, tools, and services that make the operation of its products as efficient as possible and minimize potential downtimes. To this end, SAF-HOLLAND must ensure that customers can access the information they need at any time and from any place.

The challenge in service: information needs to be up-to-date and readily available

Customers' service staff used to be primarily directed to the Download Center on the SAF-HOLLAND website to find the information they needed. However, there had been an issue with the information held there not always being up-to-date or being difficult to track down. Aftersales services could therefore not realize the full potential of its expertise, internal resources were tied up, and unnecessary costs were incurred.

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An expert portal was the solution

To master these challenges and to increase efficiency in service, SAF-HOLLAND decided to revamp its website and to set up a digital customer platform that would offer pertinent information and services providing genuine added value: the expert portal SAF-HOLLAND I.Q. PORTAL.

Implementing this plan required a high-performance information management system that would enable customers and technicians to actually find the right documents and information more quickly so that they could resolve problems more efficiently.

In terms of functionality, the focus was on the following objectives: The solution needed to ensure that the text of absolutely all documents was searchable. The customer was to receive the information they required quickly and efficiently and only be shown documents that were relevant to their situation and their role. In addition, the system was to also understand entries written in colloquial language or containing spelling errors.

Furthermore, the aim was to harmonize the processes in the portal to boost efficiency and quality. The portal was to provide customers with rapid and simple assistance with their problems and make the collected knowledge and expertise of SAF-HOLLAND available to them.

The platform: Empolis Service Express®

After a great deal of research and time spent looking for a suitable partner, SAF-HOLLAND decided in favor of Empolis and the solution Empolis Service Express®, which, as an intelligent AI-based information platform, covers all SAF-HOLLAND's requirements and wishes.

Empolis Service Express® is an AI-based SaaS product developed in Germany, aimed at digitization and efficiency gains in customer service. This holistic solution makes information available centrally for immediate use, allowing service cases to be resolved more quickly, process costs to be reduced, and service quality to be raised. This gives staff more time to concentrate on core tasks.

Empolis Service Express® bundles service documents at a central location and searches through not just filenames but

also all document contents. As the system “understands” the matter, the intelligent search automatically completes search queries and sorts the hits by relevance. As a particularly helpful feature, the search term is highlighted in the documents and additional information on related topics and guided troubleshooting matching the current requirements are suggested. This saves valuable time.

Taught with only a few clicks, Empolis Service Express® will also understand product names, error codes, and synonyms from the relevant service jargon. This ensures that people from all user groups – be it Support, Field Service, or end customers – will always find what they are looking for.

Based on a customizable system of roles and rights, employees have access to all service-related information from day one – regardless of which systems and formats it is stored in.

The perfect solution for SAF-HOLLAND had been found.



SAF-HOLLAND SE head office in Bessenbach

The Implementation

Initially, some 3,000 documents were migrated to Empolis Service Express® from the old MS SharePoint, including some of the existing metadata. Care was taken to allow customers and technicians to continue navigating in their familiar working environment. Thanks to the API link and an SSO connection, central access to all relevant documents was ensured.

Document maintenance and upload were decentralized, applying the appropriate role and rights system, to speed up the process and to ensure that information is kept more up-to-date.

The Empolis Service Express® portal is now available for expert search purposes on the digital customer platform.

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The result: faster better service

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The customer mechanics have the choice of 2 options for accessing the information and documents they need: the classic route via the new Download Center on the website or the new expert portal SAF-HOLLAND I.Q. PORTAL.

In the Download Center, they now find a fully fledged full text search and they are able to filter the results quickly by relevant product categories and types of information. Thanks to the API connection, the mechanics receive helpful hits and information retrieved from all the available data sources. With just a few clicks of the mouse, they quickly and reliably find the relevant service documents or repair instructions, with consistent quality assured. The second option is the expert search on SAF-HOLLAND I.Q., where SAF-HOLLAND's bundled expertise is available. The role and rights system of Empolis Service

Express® ensures that only the appropriate documents for the particular user group are offered. Here too, filtering by product and type of information is possible. Thanks to the intelligent AI-based search, mechanics will quickly find the documents, instructions, and product information they need via the full text search.

With the aid of the AI-based solution Empolis Service Express®, SAF-HOLLAND can make context-appropriate product and service knowledge available centrally, thereby raising its digital customer service to a new level while saving cost and effort. The SAF-HOLLAND I.Q. PORTAL offers "Intelligent Quality" at a click. Here, the customer will find service quality on an intelligent online platform – quickly and matching their needs. The customer thus gains rapid access to the complete technical documentation for any SAF-HOLLAND product and simply "finds the solution to their issue more quickly".

"Thanks to Empolis Service Express®, the customer gains rapid access to the complete technical documentation and simply finds the solution to their issue more quickly. Simply better service!"

Nico Kraus, Manager Digital Solutions,
SAF-HOLLAND



About SAF-HOLLAND

SAF-HOLLAND SE is a leading international manufacturer of chassis related assemblies and components for trailers, trucks and buses. The product range includes, among other things, axle and suspension systems for trailers as well as fifth wheels for trucks and coupling systems for trucks, trailers and semi-trailers. In addition, SAF-HOLLAND develops innovative products to increase the efficiency, safety and environmental friendliness of commercial vehicles. The focus here is on the digitalization and networking of trailers as well as the electrification of axles. The products and solutions are marketed under the brands SAF, Holland, V.Orlandi, TrailerMaster, Neway, KLL and York. SAF-HOLLAND supplies original equipment to vehicle manufacturers on six continents. In the aftermarket business, the company supplies spare parts to the manufacturers' service networks as well as to wholesalers and, through an extensive global distribution network, to end customers and service centers. Around 3,600 dedicated employees worldwide are already working on the future of the transport industry. SAF-HOLLAND shares have been listed in the Prime Standard of the German Stock Exchange since 2007 and are part of the SDAX selection index. For further information, please visit: <https://safholland.com/>

Weitere Informationen finden Sie unter: www.empolis.com