



Hussmann-Mexico freezes out the competition with streamlined processes in their service center



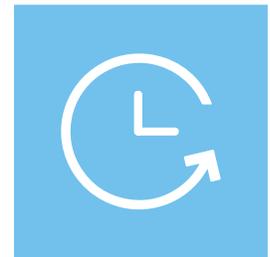
80%
increase in
sales orders



100%
increase in sales
conversion rate



50%
increase in
work orders



87.5%
reduction in
response time for
customer quotes

“ RMB Solutions’ Service Management has been critical in achieving a 15.9% profit margin in the services operation from break even or loss in prior years. ”

Jorge Alavarez
Director of IT, Hussmann-Mexico

HUSSMANN®
Enabling Excellence in Food Retailing

If you've ever bought a cold drink from a store, chances are you pulled it out of a Hussmann refrigerator.

Hussmann manufactures, sells, and services display and refrigeration equipment for food retailers. Established in St. Louis, MO in 1906, they are a world leader with facilities around the globe.

Hussmann's Mexico division serves all of Mexico, with a manufacturing plant and a customer service call center. The service center provides installation services, maintenance, and replacement parts to their customers. Products are frequently sold as a complete solution that includes installation and maintenance.

Manual processes slow as molasses

To manage their services, Hussmann-Mexico used to rely on a stand-alone service management solution connected to their MAPICS ERP system. As sales grew, processes around the two systems became intensely laborious. The call center relied heavily on spreadsheets to manage their after-market sales and customer service.

"We had a huge amount of data to handle," says Cesar Badillo, Project Leader — Implementation for Hussmann in Mexico.

With more and more resources being devoted to managing spreadsheets, customer service, sales, and profitability suffered.

Hussmann-Mexico decided to upgrade. They considered several ERP systems, including Oracle. They decided on Infor XA ERP with Service Management from RMB Solutions.

Growing sales

Cesar and his team are glad they did. Since going live with Service Management, Hussmann-Mexico's services division has vastly improved customer service, raised productivity, and increased sales.

"RMB Solutions Service Management has made a huge difference to our performance," Badillo says. "We have reduced the number of manual processes by half. This has helped increase our service orders by 80% and our work orders by 50%."

"Our executives are very pleased by the cost savings, and we want to extend those capabilities to the Americas."

Jorge Alvarez
Director of IT, Hussmann-Mexico

Streamlining processes at the call center means agents can get information faster to customers, and technicians get to jobs sooner. It's all a matter of getting the right information into the right hands.

"Agents used to have to look for information in several different places — it used to take days to get a quote to a customer," Badillo says.

"With RMB Service Management, call center agents can look up warranty and inventory information in real time. They are now responding to customer requests for quotes within hours."

Customers also like the new improvements, and are responding with their pocketbooks.

"Our conversion rates have doubled: call center agents are now converting twice the number of calls they used to into actual sales."

Increased productivity and better analysis

RMB Service Management is also adding to the company's bottom line by increasing productivity in the call center. By putting real-time information into the hands of every agent, each one can do more with less.

"With fewer manual processes, we are much more scalable. Our service orders have increased by 80%, and yet we have the same number of employees working in the call center handling the vastly increased volume of orders."

Interestingly, while the new system and processes have helped bring in more sales, they are also resulting in fewer calls to the call center.

"We used to receive around 3,000 calls per month; now we are down to around 2,300," Badillo says. "We believe this is because agents have better quality information to give to customers, which means each call is more efficient and requires less follow-up."

Executive Management appreciates the improved analytics coming out of the services division, which is also helping with productivity.

"We are now calculating our profit margins on jobs in half the time it used to take," Badillo says.

Optimal installation with excellent Professional Services

Streamlined processes with Service Management didn't happen all on their own. The people behind the software and everyone involved in the collaborative effort ensured smooth implementation and best practices.



"The RMB Solutions Professional Services team spent many, many hours understanding our business before starting implementation," Badillo says.

"It was extremely demanding — they had to figure out the best way to get information directly in and out of XA. We have interfaces with financials, purchasing, and other critical parts of the ERP. The Professional Services team did a great job of ensuring those were set up optimally."

Jorge Alvarez, Director of IT for Hussmann-Latin America agrees. "It was amazing how well the teams worked together," he says. "We had many steps to go through, including a thorough review from our CIO, and everyone from RMB Solutions was here to assist us when we needed it. It was excellent teamwork."

The RMB Solutions Professional Services team also worked hard to ensure a good user experience for the 65 people interacting with the system.

"They customized the system so labels matched those that we were used to working with here," Badillo says. "And everything is in Spanish, of course."

RMB Service Management integrated with Infor XA has been so successful that Hussmann are

planning to expand their mandate with RMB Solutions.

"Once the transition to the new system is fully complete here in Mexico, we plan to extend the solution to our other branches in Chile, Columbia, Costa Rica, and Panama," says Alvarez. "Our executives are very pleased by the cost savings, and we want to extend those capabilities to our Central and South American branches."

With improved processes, lower costs, greater revenue, and cleaner systems, it looks like Hussmann will be staying cool for a long time to come.



For more information

To get a personalized demonstration of how Service Management can help you improve profitability in your service department, contact RMB Solutions at sales@rmbolutions.net or at 770-643-9284.