



INNOVATION IN THE SERVICE CHAIN:

INNOVATE ~ ADAPT ~ ADVANCE

Panel Presentation & Discussion:

Product Manager, **4CS** (*Moderator*)

&

Kevin Krakora, Vice President, Customer Service/Warranty

MITSUBISHI CATERPILLAR FORKLIFT AMERICA

&

Jim Ramsdale, Warranty Manager

MAHINDRA

The 4CS Customer Panel will highlight the advantages along with the results of utilizing multiple Service Lifecycle Management applications. Customers such as Mitsubishi Caterpillar Forklift America, Mahindra and others will participate.

Customer case studies will illustrate new creative, technology-driven solutions for managing the complete life cycle across the entire service chain. The panel will focus on new innovations in participative supplier recovery, generative extended warranty, field service collaboration, and product driven technical support - - all tied together within a single service framework. Case studies will also highlight adaptive driven tools with improvements to processing efficiencies, lowering their cost, and reduce manual handling; emphasizing rules, workflow, collaboration and analytic techniques.

Participants will learn the following:

- How to improve quality, cost and performance through Supplier Recovery.
- How to increase revenues and strengthen customer relationships through Extended Warranty.
- How to incorporate best industry practices, as described by leaders in warranty.



- How to use the latest innovations to drive service with respect to Improve process efficiency, increase revenues and profits, improve quality, and improve customer satisfaction.