



THE ROLE OF TECHNOLOGY IN DRIVING AN OUTSTANDING CUSTOMER SERVICE EXPERIENCE

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NEW CUSTOMER SERVICES

This presentation will provide attendees with insight into how technology can be used to improve the quality of service and drive a better service experience for service plan and warranty plan customers. The presentation is based upon the experience of a national extended service plan provider and their use of technology in managing the delivery of service to consumers. In particular, the presentation will discuss several tools that manage and allow for better communication with the customer through each stage of the service delivery process including on-line scheduling, parts ordering, closed loop tracking of the service event and proactive communication with the customer.