



DESIGN FOR CUSTOMER SELF SERVICE WARRANTY

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Designing products for warranty is a fundamental initiative that a manufacturer should undertake to reduce warranty liability. Central behind this is reduction of product defects through any number of quality programs. For manufacturers that provide only part replacement warranties this may suffice. However, for manufacturers whose warranties include warranty service, these initiatives should extend to simplifying and reducing the cost of their service. This should start with understanding the nature of their customer problems, what causes them, and how they are resolved. This will lead manufacturers to focus on process improvements for their service delivery. What about pursuing the alternative of customer self service?

In this presentation I will provide an overview on how to design products for customer self service warranty. I will start with establishing the business opportunity for a product. Then proceed to provide examples of product design criteria along with the tasks that should be followed to release a product to the marketplace. Finally, a methodology will be provided for estimating and measuring self service benefits.

This presentation will take concepts that have evolved over several product generations and break them down into a set of actions that others can use. The presentation will not use a specific IBM case study or provide specific IBM data.

Participants will learn the following:

- What is customer self service
- How to recognize the opportunity for customer self service for their products
- How to establish product design criteria to enable customer self service
- What other tasks need to be considered before going to market
- How to estimate and measure self service benefits