



## **WORKSHOP 3:**

### **Minimizing Warranty Costs Through Service Delivery Optimization And Designing Products For Serviceability**

**Presenter:**

**Bill Puso**

**VP & Managing Partner  
THE INSIGHT GROUP**

**Workshop Overview:**

**This workshop examines the end-to-end service delivery process for opportunities to deliver a higher level of service to the customer at a lower cost point. Self-service, remote diagnostics and technical support are significant opportunities to use technology and automation to reduce service costs. Additionally, emphasis will be placed on guidelines for designing products for serviceability. This enablement is essential for maximizing the savings opportunity. Attendees will participate in classroom exercises to demonstrate practical use of the materials presented in the workshop.**

**Who Should Attend:**

**Service management and executives responsible for planning and delivering warranty and post warranty service will benefit from the materials presented in this workshop. The topics covered are generic and appropriate for most industries.**

**Learning Points:**

**Participants will learn the following:**

- **Understanding Customer Requirements.**
- **Identifying Customer Satisfaction Implications.**
- **Mapping Service Delivery Processes to Customer Requirements.**
- **Using Technology and Automation to Optimize Delivery.**
- **Managing for Continuous Improvement.**
- **Implementing a Service Planning Process and Influencing Product Design for Serviceability.**