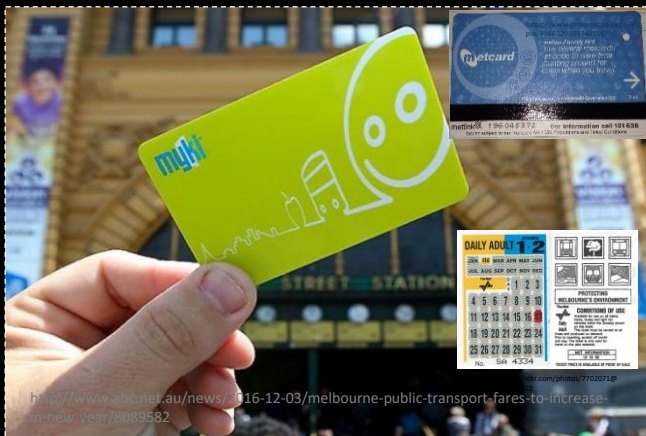


Optimise asset usage – selected aspects of Rail Customer Service

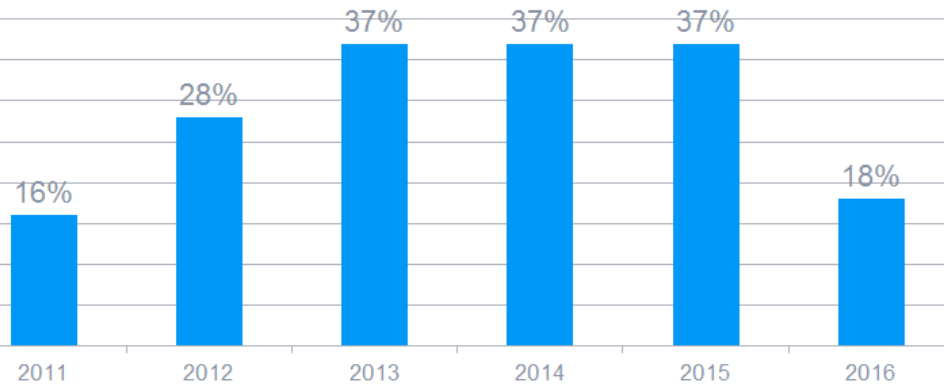
Customer service/support

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.

Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, troubleshooting, maintenance, upgrading, and disposal of a product.

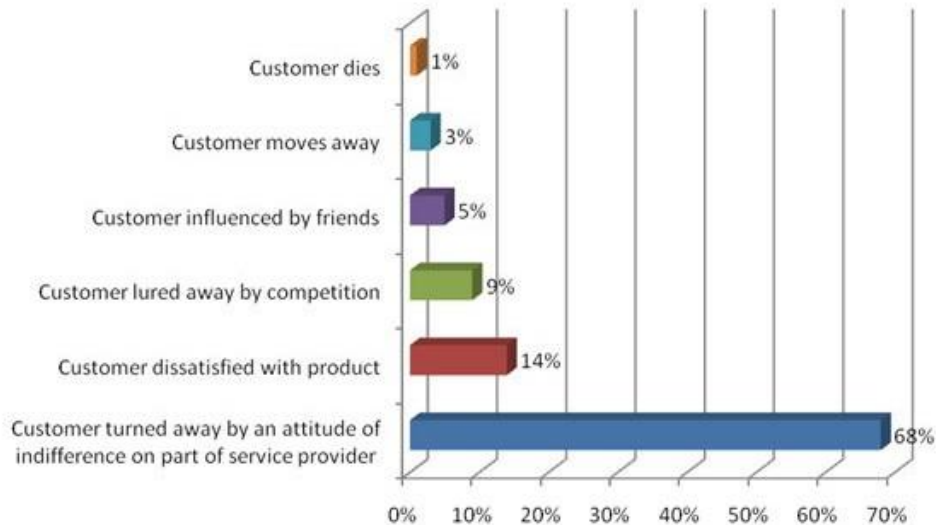


Customer Experience Ratings (Scoring 'Good' or 'Excellent' 2011 - 2016)



Customer Retention

Why companies lose customers?





**Customer service
horror stories**

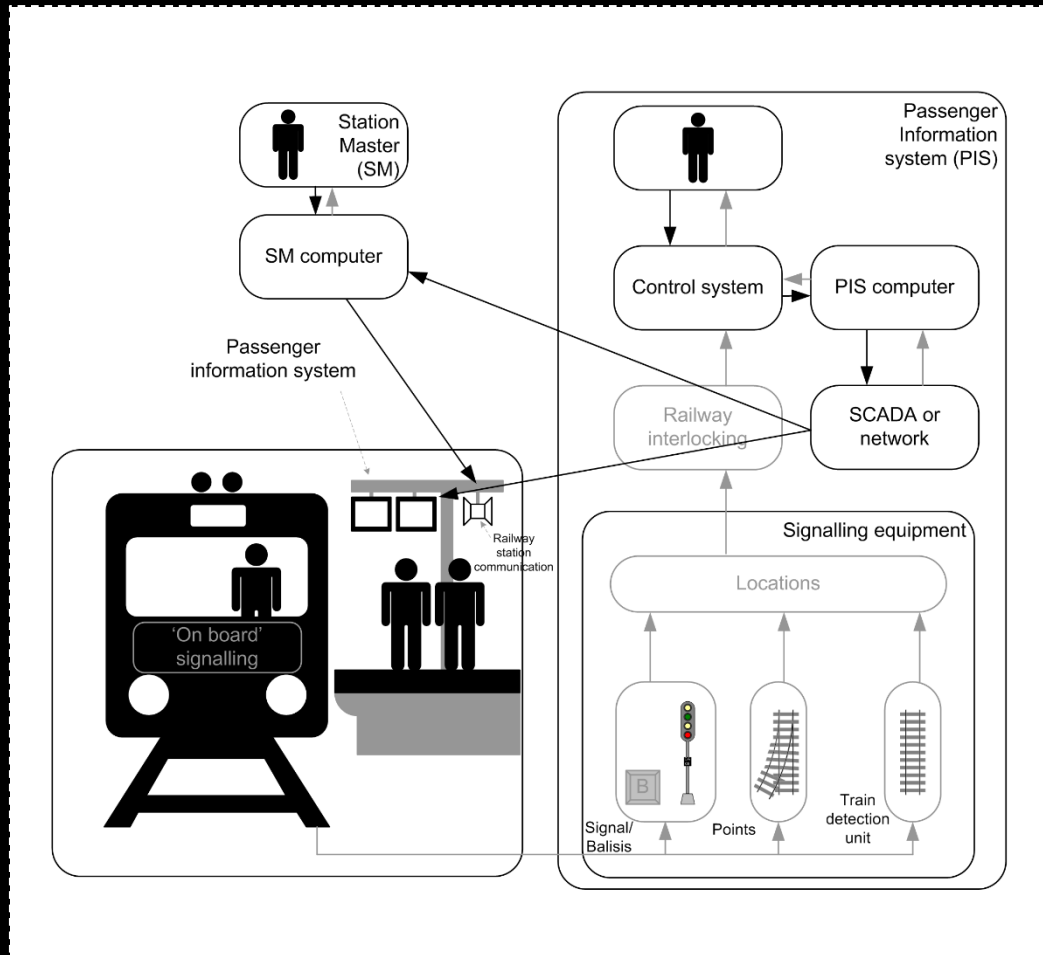
Customer service/support

- Documentation handover
- Equipment warranty
- Engineering support
- Maintenance support
- 24h customer service
- On project support

Customer engagement



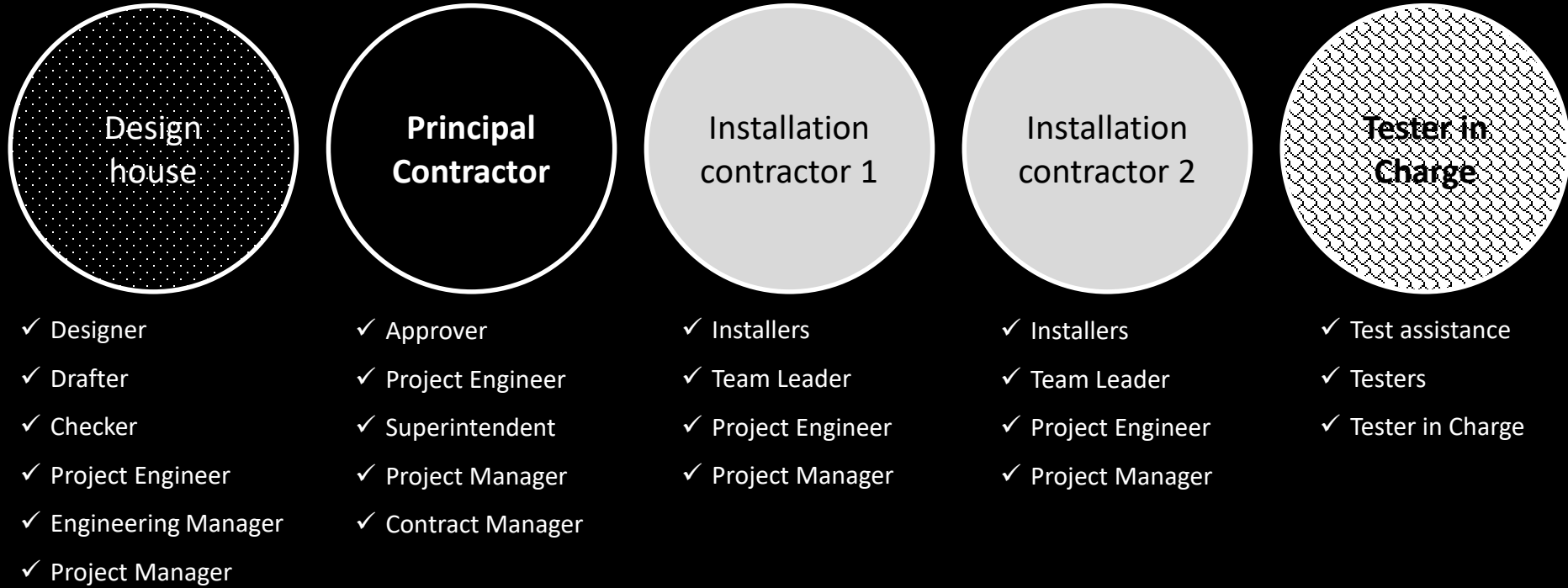
Objects



<http://www.motzky.com>

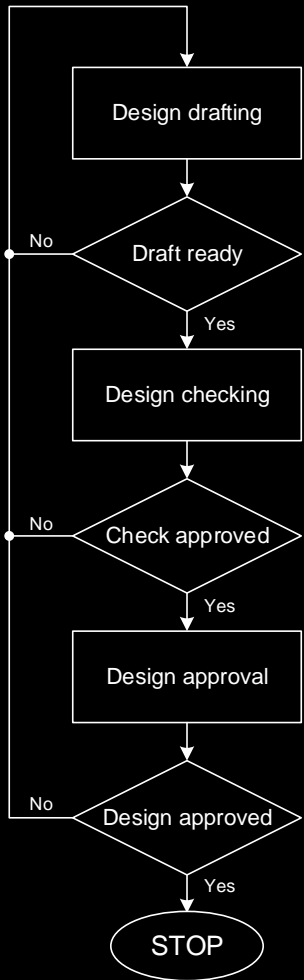


Project delivery dynamics

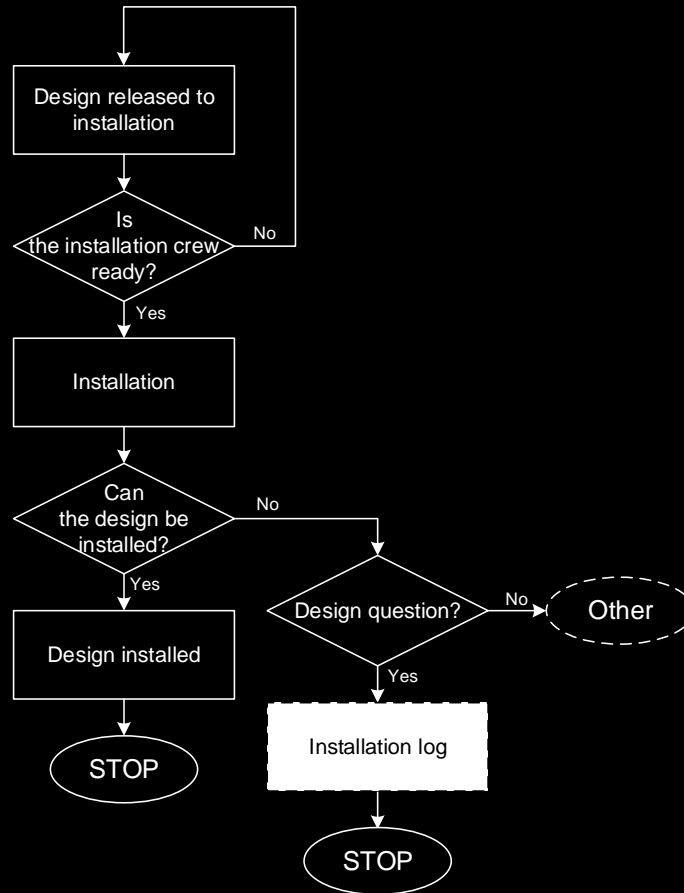


Design logs

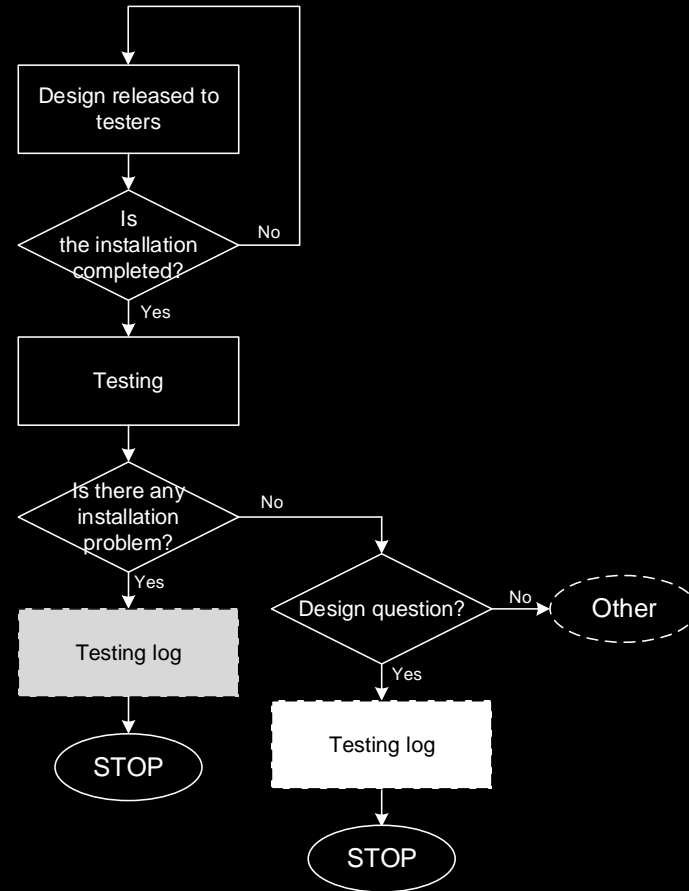
Design process



Installation process



Testing process



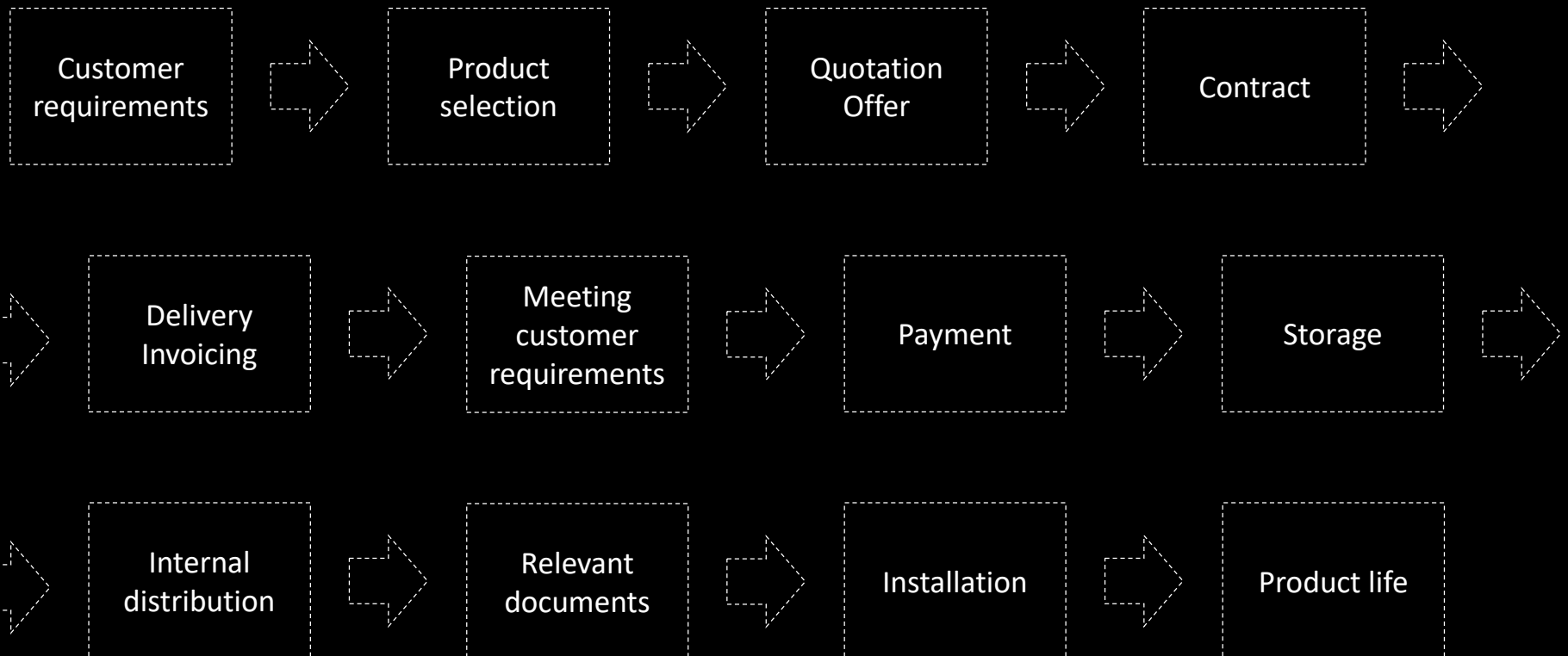
Equipment



<http://www.motzky.com>



Supply chain



Key in Customer support

- Understanding
- Treatment
- Internal and external customers
- Meaningful information
- Simple and cost effective technology
- Organisation
- Improvement and optimisation