“The Art of Replenishing Parts Through Warranty”

Terry Leinbach, Warranty Systems Manager, EXCEL INDUSTRIES, INC.

Noor Pasha, Associate Technical Architect, TAVANT TECHNOLOGIES
The Art Of Replenishing Parts Through Warranty

- “The Why?”
- Define Business Process
- Benefits Achieved
- Lessons Learned
- Challenges
- Process Flow
Who We Are

Hustler Turf Equipment
Est. 1964

Hustler Turf Equipment
Current

BigDog Mower Company
Est. 2010
The Why?

• History
  • Hustler Turf – 1964, BigDog Mower – 2010

• Growth
  • 2013 – Entered the Residential Market
  • 2017 – 350% Growth over the last 5 years
  • 2500 Dealer Independent Network

• Two Systems – Two Brands – Two Processes
  • One System – Two Brands - One Process
  • Improve Recovery Process (Automate)
  • Reduce Cash Expense Associated With Part Cost
  • Reduction of Potential Fraudulent Claims
  • Reduction of Overall Warranty Expense
Define Business Process

- Collect the feedback from various stakeholders
  - Finance
  - Customer Solutions
  - Aftermarket & Parts Operations
  - Quality & Reliability Department
  - Sourcing & Procurement
  - IT
Process Changes

• Define the business process changes without impacting the current claim process
  • Dealer training
    • New process for filing warranty claims
    • Parts order for stocking purposes
  • Identification of replenishable parts
  • Auto initiation of parts shipment to order management system upon claim approval
  • Dealer receives part replacement at no cost vs reimbursement of dealer’s part cost
Benefits Achieved

- Replenishing part stock for dealers
- Warranty cost saving on service parts
- Gain on lost part sale
- Cashflow savings up to 44% on part cost
- Reduce fraudulent claims
Parts Eligibility

- Identify the eligibility of parts

- Warrantable parts manufactured by Excel
- Parts that are eligible for vendor recovery
- Aftermarket parts available directly from third party vendors
Lessons Learned

- Cash flow savings
- Part sales reduction
- Communication to dealer network
- Having a flexible system
Solution
Challenge

- Continue to use One system – Two Brands – One process
- Enable parts replenishment
- Decrease the cash flow on the warranty expenses
- Publishing replenishable parts information to parts ordering portal
- Intuitive process without adding time to the existing claim process
- Parts order interface for shipments
**Key Users**

### Dealers
- Sell units and Parts to End Customer
- Register products in warranty system
- Sell extended warranty to end customer
- Perform repairs for units under warranty
- Return parts
- File claim for repair on units under warranty coverage

### Contact Centre Agents
- Handle customer/Dealer/Distributor calls
- Log cases
- Provide status updates
- Provide technical guidance
- Handle logistics
- View site and claims data
- Training

### Warranty Admin and Processor
- Business Configurations (Claim, Warranty Registration, Inventory Transfer etc.)
- Warranty Policy Set up
- Manage replenishable parts
- Claim Processing Rules set up
- Labor Rate set up
- Manage part returns
- Process claim
- Manage claim payment
- Reporting

### Distributors
- Sell products and parts
- Register installed products in warranty system
- Sell extended warranty to dealers
- File claim for repair on units under warranty coverage

### Accounting/Finance
- Manage dealer/distributor credit/debits
- Approve payment/settlement
- Adjust balance sheets
- Warranty reserves
- Reporting
Jeff Kelly

Hustler Dealer

Background

- Hustler Master Certified

Behaviors

- Supports his colleagues
- Tries new things often
- Loves his job; Enjoys delivering exceptional services to his customers.
- Quite comfortable using computer applications

Needs

- Easy to use system for:
  - Product specs/Info
  - Part pricing/profit
  - Repair history
  - Submit and track status of the claims
  - Register products
  - Quicker credits
- Less time on the system and more time on the job
- Calls contact center for quick help when he needs it
Sam Peters

Warranty manager

Background
• Warranty Management Experience

Behaviors
• Wears multiple hats to manage warranty services
• Spends a lot of time validating warranty
• Ensures smoother operation of warranty process.
• Comfortable with computers and relational databases

Needs
• Visibility to overall warranty system
• Ability to automate warranty processes
• Reduce warranty cashflow with part replenishment
• A system that can change at the speed of business process changes
• Better communication with customers and dealers
• One stop shop for reporting capabilities for data analysis
• Intuitive system for less processing time for both dealers and processors
• Automation of parts order
Development Lifecycle

- Development lifecycle on cloud is not too different from the traditional development lifecycle
- From conceptualization to analysis and design more or less both models take equal duration
- Once the requirement, design and logic is in place most of the development phase can be achieved through configurations.

Shorter Development Cycle

- Rapid provisioning & elasticity
- Location independence
- Code artifacts are stored on cloud
- Point and click tools on web interface (simplistic scenarios)
- For example a simple tweak to workflow on a traditional enterprise application takes a week time can be achieved instantly on cloud based environments.
What Helps?

• Approach on how Excel Industries and Tavant
  • Define changes by users involved
  • Identify external systems and interfaces involved
  • Continuous review and improvement meetings on scope and changes
  • Dashboards
  • JIRA Ticket utilization / Review meetings
  • Pilot phase
  • Testing of changes
  • User Feedback
Contact

• QUESTIONS?

• Contact Information
  • Terry Leinbach, Excel Industries
    • terry.leinbach@excelii.com
    • +1 620-327-1258
  • Noor Pasha, Tavant Technologies
    • noor.pasha@tavant.com
    • +1 252-702-5645
Speakers Bios

• **Terry Leinbach** - As Warranty Systems Manager with Excel Industries, Inc., I have responsibilities over Warranty, and Vendor Recovery. I have been with Excel Industries, Inc for 7 years with the last 5 years dedicated to improving our warranty systems and our warranty costs. Prior to this my role in Information Technology was 3 years with Becker Cabinet & Furniture and 20 years with Norcraft Companies. As the manager of Warranty, Vendor Recovery and advisor to other dealer network facing systems, I have lead the implementation of a Document Management System, the strategic direction of Warranty, the consolidation and implementation of a new Warranty System (with our partner, Tavant Technologies) and Vendor Recovery. Alongside the Warranty team, most recently I have led the integration of the Vendor Recovery module.

• **Noor Pasha** – As an Associate Technical Architect in Service Operations with Tavant Technologies Inc., I am responsible for Excel Industries Warranty Program, working with business, helping in Warranty and Supplier Recovery Management through Tavant Warranty application. With 10 years of experience in Information Technology, I have extensive experience in designing software, applications that involve complicated workflow design, usage of rules engines to automate processes, and complex system integrations. In the past was involved in implementing Warranty & Fleet Management System for Hyster-Yale Group globally.