



BAXIROCA obtains new information about after-sales services

Use of innovative software for business analysis

General view

Business challenge

BAXIROCA, a Spanish supplier of heating systems, wanted to improve the quality and profitability of its after-sales services, which are managed through a channel formed by 140 companies.

The solution

BAXIROCA implemented IBM® Cognos® Business Intelligence 10, a powerful data analysis tool that enables you to analyze the activity data associated with the records of your equipment database, and will offer the company a more reliable and up-to-date view of how service concessionaires companies act.

Business Benefits

It allows BAXIROCA to monitor the performance of service concessionaires in a faster and more reliable way, and to study the introduction of appropriate improvements. Accelerates reporting on the quality of after-sales services. It offers data to improve the quality of the service levels offered to the users of BAXIROCA products.

Founded in 1917, BAXIROCA specializes in the design, production and sale of gas boilers. BAXIROCA has grown to become one of the most important suppliers of heating equipment and services in the country. The company is headquartered in Barcelona and the after-sales network has about 700 technicians and 300 members of the administration staff. It has a database of more than 1600000 installed equipment and performs more than 650,000 annual interventions on them.

After-sales operations, meaning set up, maintenance and repair services, are managed through the network of companies BAXIROCA concessionaires for Spain and Portugal. Each of these companies is assigned a geographical area where they offer the after-sales assistance to all customers in this area.

Lluís Hellin, IT Director at BAXIROCA, says: "BAXIROCA manages the production and after-sales processes, while the collaborating companies work directly with our end customers. After-sales services are incredibly important to our customers: if a problem arises and is not solved in a fast and effective way, this will adversely affect the BAXIROCA brand."

Lluís Hellin continues: "BAXIROCA, as a manufacturer, is ultimately responsible for the warranty of the products sold, and each warranty claim involves direct costs. We must supervise the activity of after-sales services at all times to be able to identify the most common problems and know why claims arise for thus being able to reduce them, since our main objective is to further increase the reliability of our equipment."

Identification of great opportunities with the help of analysis

The concessionaires of the BAXIROCA after-sales service collect and send the data collected during the set up, repair and maintenance visits. From serial numbers, product identification, date of warranty activation or repair and maintenance operations carried out, with the time used in the service, in the transport or the consumption of spare parts.



Components of the solution

Software

- IBM® Cognos® Business Intelligence 10

IBM Business Partner

- Saima Solutions
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Despite having all this information, BAXIROCA did not have a tool capable of managing this data more efficiently. Data reports were needed to answer questions that better identify where the problems were.

Lluis Hellin offers us an explanation: "We needed to discover the patterns of the data in order to better understand the problems we were trying to solve and to be able to quickly develop solutions to the specific problems."

To gain insight into the data, BAXIROCA chose to implement IBM Cognos Business Intelligence 10, a powerful data analysis tool. To help build and configure the Cognos deployment, BAXIROCA chose IBM Business Partner Saima Solutions.

Mireya Martínez, business analyst at BAXIROCA, says: "Saima Solutions fully covered the needs of our company from day one. Saima Solutions advisors took care of the installation, analysis, configuration, training and reporting in a very professional way, providing an excellent service and offering deep technical knowledge. In addition, Saima Solutions was able to implement our last-minute changes in the project schedule.

"IBM Cognos software provides detailed analysis of customer data so we can make better use of the information collected to address the specific issues facing our company and our customers."

BAXIROCA uses the solution to assess the frequency of specific problems and discover their causes. By analyzing data by product line, for example, we can quickly see if a failure has occurred due to errors in installation, maintenance, or design. With the help of these analyses, BAXIROCA is able to intervene by recommending changes in working practices or modifying the product itself, based on detailed and accurate information on how our products are used in the real world. The ultimate goal is to offer better products and better customer service, which will result in reduced warranty claims, and business costs.

Lluis Hellin concludes: "If we have reliable information about our services, we will be able to deal with problems in a much more productive way. By identifying our weak points, we will be able to react quickly and effectively. This has been made possible by Cognos software, which will continue to play a pivotal role in our company going forward."

"If we have reliable information about our services, we will be able to deal with problems in a much more productive way. Through the identification of our weak points, we will be able to react quickly and effectively. This has been possible thanks to Cognos software, which will continue to play a fundamental role in our company for the future."

— Lluís Hellin, IT Director, BAXIROCA

About Saima Solutions

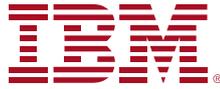
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About IBM Business Analytics

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Business Analytics solutions allow companies to identify and visualize trends and patterns in different areas, such as customer analysis, which can greatly affect to the performance of the company. They can compare different cases, anticipate possible threats and opportunities, plan, prepare budgets and forecasts for a better use of resources, balance risks versus expected profits and working to meet regulatory requirements. By having this in-depth analysis, companies can adapt tactical and strategic decision-making to meet business objectives.



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