

cognito iQ



CASE STUDY

£2M Savings
in Operating
Costs per year

Avery Weigh-Tronix

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Avery Weigh-Tronix

SECTOR

Weighing Equipment and Services.

PROFILE

Avery Weigh-Tronix provides weighing equipment and maintenance services to more than 36,000 customers in the UK.

BACKGROUND

Established in 1732, Avery Weigh-Tronix has traded for more than 200 years, with a proud heritage in weights and measures. The company is now a wholly owned subsidiary of ITW corporation, a publicly traded, Fortune 200 company with over 800 subsidiaries. The company prides itself on

its ability to provide a broad range of weighing solutions, all from a UK manufacturing base which provides flexibility and responsiveness to market needs from a very short supply chain. The service element includes the care of weighing solutions installed over the many years it has been in business.

Avery Weigh-Tronix have been a customer of Cognito iQ since 1993 and have maintained a mutually beneficial partnership for years. To serve its customers and their equipment, Avery Weigh-Tronix has one of the largest service teams in the market, offering immediate on-site support. The aim is rapid response and getting the right engineer and parts to the right place inside an SLA. This capability requires flexibility from engineers, who may be asked by customers to service other weighing equipment whilst onsite. An example would be a visit to a supermarket, where scales detailed for service are in use, but scales needing a service are available.

Over the past three years, Avery Weigh-Tronix has been undertaking a major overhaul and update of its IT systems, and the way that they are used to support the business. Partly as a result of its long heritage, as well as the range of products, the processes involved in servicing its wide range of equipment are extremely complex and turning them into a completely automated set of processes has been a long journey for the company. It is only recently that the capability of handheld terminals has reached the point where all of Avery Weigh-Tronix's processes can be automated.

"With this technology in place, customers have come to realise that we are able to support them in a way that others perhaps can't," says Clive Taylor, IT Manager at Avery Weigh-Tronix.

Cognito iQ has been assisting Avery Weigh-Tronix with a major re-engineering of its service business. The look and feel of the Mobile Workforce Management solution has been overhauled and there has been a move completely to electronic paperwork, adding signature capture capability. All calibration data is returned electronically, and all report documents are now available via a dedicated web portal, cutting down on the amount of paper involved in all aspects of measuring and reporting on customer service. The real-time data element continues to be a vital part of Avery Weigh-Tronix's responsiveness to customer service needs. "The Cognito iQ service gives us the ability to track and audit information in real-time which means that there is lower reliance on technicians having to record information onto paper or trying to remember information about the job," explains Taylor. Avery Weigh-Tronix has also re-engineered its call handling ability. In the past, 80% of service

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Clive Taylor
IT MANAGER

- **8 WEEK CERTIFICATE TURNAROUND REDUCED TO MINUTES**
- **£2M SAVING IN OPERATING COSTS PER YEAR**
- **25% REDUCTION IN INVOICING QUERIES**
- **£55,000 SAVING IN PAPER COSTS PER YEAR**

calls could not be logged down to the exact machine make, model and serial number. This was a result of problems retrieving the information from the ERP system within the 3-minute time window allowed to keep a customer waiting on the phone. Now 80% identification is possible, indicating a 60% improvement. This means that an engineer with the correct skills and spare parts is sent on the service call with a consequent reduction in service time and improvement in first time fix rate. "Our largest customers' business can sometimes depend on our speed of service, particularly those with more sophisticated needs," continues Taylor.

The learning curve for the recent changes to the solution has been a steep one, and only a company like Cognito iQ with its deep understanding of such solutions and close engagement models with customers could have kept up. Avery Weigh-Tronix has moved through four major releases of workflow applications and refinements, and each of these has been turned around quickly by Cognito iQ and returned to Avery Weigh-Tronix for verification and user testing. Avery Weigh-Tronix values the experience in best practice that Cognito iQ brings, the ability to challenge assumptions in a constructive way and to apply experience and expertise to the proposed approach. Taylor comments, "Cognito iQ can turn around code changes in about one quarter of the time it would take to do it ourselves, even though we are very familiar with the Cognito iQ solution."

The fact that Cognito iQ own and control the core technology within their solutions is important for the rapid turnaround and delivery of working systems that meet the solution specification.

Cognito iQ's support organisation continues to be an important part of the company's solution. "We have come to view Cognito iQ very much as an extension of our IT department. Cognito iQ's service and what we are able to do with it is unique - it's one of our key strengths and differentiators," states Taylor.

About Cognito iQ

We are a leading provider of mobile workforce management solutions to field service organisations. For more than 20 years, we've been at the leading edge of innovation and best practice when it comes to helping our clients drive field force performance, exceed customer expectations and deliver consistently excellent service.

Over that time, we've seen many changes in the world of field service. Customers are becoming more demanding, and expectations are rising. Organisations are recognising that quality of service is one of the key factors that can set them apart from the competition. And they have come to realise that traditional approaches to mobile workforce management are no longer enough.

We know that creating a motivated, well-equipped field force is critical to your reputation. You've probably got a plan to drive continuous

improvement. We can help you execute on that plan. Cognito iQ can give you the visibility and control you've been looking for to drive service delivery, improve employee and financial performance and achieve exceptional customer satisfaction.

Our customers turned to us because they were looking for something more than just the latest mobile workforce management technologies. They were looking for a partner that could lead them into the future. But in addition to innovation, they also appreciate our proactive approach to supporting their field organisation and our relentless commitment to ensuring their success.

For more information visit www.cognitoIQ.com
email us at info@cognitoIQ.com
or call **+44 (0)1635 508200**

