



Case Study: Manufacturing

Fielding a winning team for service management

Global medical technology manufacturer implements integrated service management for installed base of medical devices across multiple operating companies.

Transformation now is a catch-phrase. Sometimes we lose sight of how revolutionary it can be.

Take the demands on today's healthcare networks, which depend on sophisticated diagnostic devices to run smoothly, all day every day. These include MRI and X-ray machines, tissue management and laparoscopic devices, lab test equipment and much more.

Such devices are mission-critical; patients' lives depend on them. When service is needed, the right parts and technicians must be available quickly. Add the complexity of ensuring compliance across multiple jurisdictions in an evolving

At a Glance

A Fortune 500 global medical device manufacturer asked us to develop and deploy an integrated service management solution to promote efficiency and support compliance.

Outcomes

- Designed proof of value and implemented client's preferred solution in 12 weeks.
- Implemented integrated service management for 15 businesses operating in 100 countries.
- Increased efficiency in core service management function by more than 40%.

regulatory environment, and service management becomes a complex task even under the best of circumstances.

Caregiving is critical

Cognizant was retained by a leading global manufacturer that sells advanced medical devices to hospitals, urgent care centers and clinics worldwide. The company seeks to provide world-class customer service, yet it lacked an integrated system and corresponding processes for device service and repair across its global organization, with discrete businesses operating in siloes. Corporate also lacked visibility into service operations and what drives costs.

Managing field-service work orders for its range of products is a significant challenge. To allow 24-hour/365-day care to continue, machines require digital monitoring and on-site servicing and maintenance by trained technicians. Many devices are highly complex and require exhaustive testing before coming to market. Different technicians have different skillsets and training is expensive. For complex machines, OEMs must allow for swappable parts with expedited returns and regulators require service audit trails that can be produced on demand.

Diagnosis? Healthy operations

We installed MFGVantage, a leading workflow management software for life sciences companies, on top of Salesforce to add service and repairs tracking capabilities to meet our client's stipulated requirements. Further customization of MFGVantage now provides the manufacturer

end-to-end management of its field-service orders and repairs, with modules to manage complaints, create test plans, and manage orders, inventory and invoicing.

After an accelerated review, we developed a customized, scalable, cloud-based service management, application for lightning fast field-service management, rolling out a complete, realized solution to users in less than 12 weeks that incorporated customized modules for key processes.

We then performed a phased roll-out across the organization, migrating data from legacy systems to our new application using an integrated cloud platform and developing algorithms to automate service-call intake and job ticketing; technician assignments based on skillsets and geography; work-order processing; order management; contract and warranty tracking; cost estimates, invoicing and billing; and inventory management.

Our client benefits from end-to-end service management, including master data management, and can track its entire service life cycle on one platform. Service ticket turnaround time and related business processes are accelerated, and our solution provides a complete audit trail. The company enjoys 360-degree transparency into customer service operations, with dashboards reporting current and scheduled workflows and providing reports based on performance against agreed-on metrics.

Gaining the advantage

Our client's geographically dispersed and varied organization presented significant challenges to realizing an end-to-end service management solution, including ongoing acquisitions and divestitures that complicated how information was tracked and treated. Despite these challenges, the company has achieved greater flexibility in managing field-service operations to optimize personnel assignments, reduce time to completion and control costs, realizing efficiency gains of greater than 40% in the function.

Our solution harmonizes our client's disparate service management processes across 15 businesses in more than 100 countries. It provides a holistic view of service needs across the business, assigning resources to specific cases based on relevant skillsets, maintaining audit trails for regulatory compliance and delivering critical information to management for decision-making.

For more information on how digital can transform service management, visit [**www.cognizant.com/cognizant-digital-operations**](http://www.cognizant.com/cognizant-digital-operations).

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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