

Fletcher Moorland – SERVICEview

Winner - Technical Innovation of the Year, Product

Sponsored by Plant & Works Engineering

1. Product Application

SERVICEview brings greater transparency, trust and education into the rotating machine repair trade. Quite simply instead of writing a quote or sending test details to a customer, we are now able to share our findings, failure analysis and detail exactly what work we will carry out, and why, on any piece of equipment we see for repair by video. It explains fully why we will be carrying out a certain repair and has led to greater conversion rates, greater customer education and understanding. The product was developed around 12 months ago and launched in September 2016. A leading reason for the product was to educate the customer about the trade and explain why we carry out certain repairs.

2. Product Innovation

The product is distinctive as it is a free-to-customer product with every repair we carry out. Instead of a written quote or repair report, we are able to send a HTML link via email or text to a customer and within 2 minutes he/she will understand what we are quoting for, or, how his equipment has been tested. Previous to this a written quote would have been sent detailing the repair stages, by shooting a video we have made this process more efficient in the workshops and have seen a greater conversion rate on quotes. We believe this is the only service product of its type on the market that is free for our customers.

3. Product Success

The product had been well received by our customers, with some customers using our services solely on the back of this product. It has been mentioned to us that some repair companies don't explain what repair has been carried out or indeed why. SERVICEview is totally transparent and brings a layer of trust into the industry that was not there before. By sharing this information we have seen our customers understand more of what we are doing and that increases trust in an industry that is often seen as sub-standard compared to buying new equipment from the OEM. We can explain how our repair service brings there motor into a better than new condition.

4. Testimonial

“Really informative video, helps us understand what the issue with the unit is, and see the level of depth involved in your repair process” – John, a happy customer of Fletcher Moorland.

