

How Navistar Does Customer Service Like No One Else

Technology in action: International® technicians can plug an E-Z Tech Panasonic Toughbook laptop (pictured) into a truck to quickly pull up fault codes and the issues behind them.

If I asked you to name a high-tech industry, would you say “trucking?” While your first thoughts might jump to a business such as software engineering, the truth is that the industry you work in is on the cutting edge of new technology.

In fact, most trucks on the road today have at least four computers on board—in the transmission module, the cab, the brake module and in the engine—and our company is on the forefront of making sure our customers get the most out of that equipment.

Whether it's writing up a service job, sending a part to a customer or programming a vehicle controller, Navistar has been miles ahead in customer service for years—providing more benefits to customers than any other original equipment manufacturer (OEM). Part of what puts us ahead of the competition these days is our package of high-tech customer service solutions.

Read on to find out how tools like these work together to meet customers' needs in ways no one else has thought of before.

ISIS

Simply typing a vehicle's identification number (VIN) into our International Service Information System (ISIS), gives technicians instant access to a world of information about that specific truck—including original service manuals, updated bulletins from Navistar, operator's manuals, warranty coverage and more.

“Because this information is just a click away, technicians can pinpoint maintenance problems faster—minimizing downtime,” said **BRIAN MULSHINE**, manager, Service Development and Marketing.

The benchmark of the service industry—not just the truck industry—for its ease of use and vast capabilities, ISIS is filled with features that enhance the critical communication between our customers and dealers, including the ability to add notes and attachments to specific VINs.

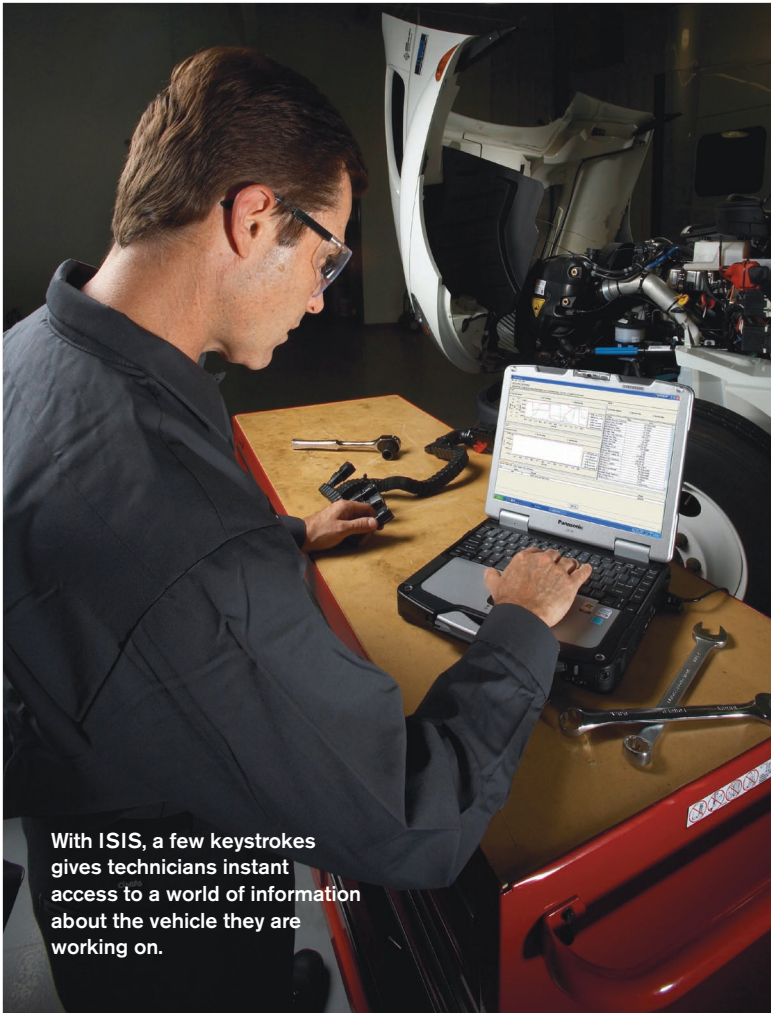
“A body builder can attach a PDF of their operating manual and service information for the equipment that rests on our chassis,” Brian said. “Or a fleet customer can attach their service forms, eliminating the need to fax them when they bring their vehicle in for service.”

ISIS is also role-based, featuring a navigation menu that tailors itself specifically to the user, providing a different environment for warranty managers, service advisors, supervisors and several other positions.

iKNOW

An extensive database of customer-specific vehicle information, iKNOW (International Knowledge Now) uses a Google-powered search engine to provide customers with a quick answer to technical questions—without the need to call a customer service hotline.

“Say a customer is experiencing erratic shifting,” Brian said. “They can pop that symptom into iKNOW and view VIN-specific solutions with full-color pictures and step-by-step instructions, within seconds.”



With ISIS, a few keystrokes gives technicians instant access to a world of information about the vehicle they are working on.

"If, after they search, they still haven't found a solution, they can simply click a button to submit that case to our technical service people," he added. "That team will find the best solution for the customer, follow up and build a new solution article—we build about 40 a month."


Service Partner and Performance PM

In the face of high diesel fuel prices and unsure economic times, our customers are focusing more than ever on cost-control solutions—and Navistar delivers the goods. In addition to our fuel-efficient products, we also help customers make every penny count with service-pricing programs such as Service Partner and Performance PM.

Helping customers control maintenance costs and labor times across North America, Navistar is the only OEM with an integrated program this advanced.

"How it used to be—and how some other companies still operate—is that processes, such as an oil change, could cost you one price here and an entirely different price at a dealer in the next town over," Brian explained. "With Performance PM, it's just one, locked down price—a no haggle situation for our customers."

With Service Partner, Navistar similarly supports customers with fair, consistent labor times for the top-200 common vehicle and engine repairs.

"With Service Partner, if your alternator fails—whether you're hauling a load in Miami or Vancouver—the dealer will invoice you the same amount of maintenance time for diagnostics and part replacement," Brian said. 

Say a customer is experiencing erratic shifting. They can pop that symptom into iKNow and view VIN-specific solutions with full-color pictures and step-by-step instructions, within seconds.

BRIAN MULSHINE
MANAGER, SERVICE DEVELOPMENT
AND MARKETING

The People Factor

While advanced tools certainly help get the job done, Navistar could never accomplish our best-in-class level of customer service without hard-working people to put those tools to work with a personal touch.

Parts and Navistar Financial are so serious about customer service that they focus on it for seven days straight when they celebrate Customer Service Week in September.

"Great customer service is especially critical for a service provider like NFC," said Jennifer Brinias, assistant regional sales manager at NFC, and head of the Customer Service Week committee. "While other divisions of the company produce great trucks, engines and parts, our product is the financial service we provide to our dealers, customers and colleagues. Customer satisfaction is our number one priority."

According to Phyllis Cochran, senior vice president and general manager, Navistar Parts, our Critical Fulfillment Group is one team that does the impossible for customers every day.

"One great customer service story I heard from our team comes from a small town in Iowa whose high school track team was about to go to finals," Phyllis recalled. "As it happened, the only school bus in town was out of commission—waiting on a part on critical order and not readily available. But the Critical Fulfillment Group made it happen. They expedited the part and it arrived just in time for the team to make it to finals."



For more examples of Parts' outstanding customer service, visit sharepoint.navistar.com/NavParts/CustomerStories.