

IVECO



This industry is driven by support. If a truck stops, the customer doesn't make a living which has huge financial consequences right through the business network. By using WebEx's Support Center we now have a level of flexibility and responsiveness that we didn't have before, meaning better service to our customers and dealers.

— Jason Casley, product support manager, electronic vehicle systems, Iveco



INDUSTRY

Commercial vehicle manufacturer

WEBEX APPLICATIONS

Support Center

SUMMARY

Commercial vehicle manufacturer Iveco uses WebEx to remotely examine vehicle electronics for support purposes. By diagnosing issues first hand, Iveco is able to provide quick and accurate support to its dealers and customers across Asia Pacific.

ABOUT IVECO

Iveco is a leading international manufacturer of commercial vehicles, and is the second largest manufacturer of diesel engines in the world.

In Australia, Iveco has been manufacturing and distributing light, medium and heavy trucks for the road transport industry since it acquired International Trucks in 1992. Its manufacturing base is located in Dandenong, Victoria and is part of Iveco's employee pool totalling over 600 people.

The Dandenong site is also home to Iveco Australia's head office, where it provides after sales services, training and product engineering to 36 dealers around the country - the largest truck dealer network in Australia.

Iveco uses WebEx Support Center to keep its customers rolling.

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The Challenge

In recent years, computerized vehicle electronics have become quite sophisticated. Engine management, suspension control, break control, cabin comfort, and electrical systems are all managed by complicated electronics that function interactively within each vehicle, much like networked computers.

Faced with the growing complexity of vehicle electronics, Iveco found it increasingly difficult to work effectively with its dealers to resolve support issues. The rapid changes in vehicle electronics meant that dealers weren't always fully trained—or even exposed—to new products, and didn't always have the necessary resources to diagnose problems themselves. For Iveco, the biggest issue was getting a clear understanding of the problem, so that it could supply its dealers with the support they needed.

Jason Casley, product support manager, Iveco electronic vehicle systems,

explained, "When it comes to vehicle diagnostics we need a clear picture of what is happening on the vehicle. However, in some trucks there are 11 computers, each a separate module serving a different purpose. These 11 computers all talk to each other to form one complex system, which makes it difficult to diagnose problems."

Previously, Iveco relied on the telephone for its support services, which was time consuming and prone to inaccuracy. Customers reported problems to a technician, who would then describe the issue to a service manager, who would finally recount the issue to Iveco.

Casley continued, "Each person would describe the problem in their own way, so we'd end up with an abstract and potentially inaccurate description of the problem. The entire process consumed a huge amount of resources and time because we weren't getting the correct information from the start. We needed a way to improve communication with dealers so we could support customers more efficiently."

The Solution

Casley knew that to make the support process more efficient Iveco needed to view problems firsthand, whether the vehicle was on the side of a road or in for service. With assistance from Iveco's IT team, Jason began searching the Internet for options.

"During our search, we found WebEx and signed up for the free trial. In that first instance, we found WebEx unsuitable for our purposes because it focused on collaboration rather than support. So we looked at other systems, and even considered developing a custom solution, but that was beyond our budget.

“WebEx gave us the ability to bring more expertise directly to the customer’s vehicle wherever it may be—on the side of the road in a breakdown situation, or in the workshop during normal servicing practices.”

— Jason Casley, product support manager, electronic vehicle systems, Iveco

“While we were looking at other systems, the WebEx team responded to my free trial registration and contacted me via phone. During the conversation it became apparent that WebEx Support Center could be a suitable solution.” said Casley.

Iveco’s trials of WebEx Support Center proved fruitful, though the application required a bit of tailoring to meet Iveco’s needs. Casley continued, “The WebEx team were very supportive and helpful, they worked diligently to provide a solution that fit our needs and these alterations are now part of the overall WebEx Support Center solution.

“Ultimately, we chose WebEx because it worked the first time every time, and we also liked the file transfer and load update capabilities. WebEx has a flexible platform, and is a simple solution that’s easy to use and requires minimal training. This was important for all of our dealers, technicians, and customers.” Casley said.

The Benefits

Using Support Center functionality, Iveco now diagnoses vehicles firsthand for more efficient support. Technicians and service managers connect laptops directly to the vehicles using an interface device. A software program translates the language used by the vehicle’s electronics into something that can be read onscreen, and through WebEx, Iveco remotely views the inner workings of the vehicle and identifies problems.

Casley said, “WebEx gave us the ability to bring more expertise directly to the customer’s vehicle wherever it may be—on the side of the road in a breakdown situation, or in the workshop during normal servicing practices. And because we can view problems firsthand, we can resolve issues instantly. We’re no longer wasting resources trying to correctly identify issues.

“Now that we can share data in a live situation, we can watch processes like testing and, if necessary, intervene and take control of a dealer’s computer to run our own tests. This means we can train dealers and technicians during support sessions, so they can respond more effectively if they encounter a similar problem again.

“This industry is driven by support. If a truck stops, the customer doesn’t make a living, and that has huge financial consequences throughout the business network. By using WebEx Support Center we know have a level of flexibility and responsiveness that we didn’t have before, and as a result we provide better service to our customers and dealers.

“One challenge we faced while implementing the WebEx application, was getting dealers to understand the importance of good broadband Internet connections. But now that they have experienced the benefits of WebEx Support Center, our dealers no longer question the support we offer to them in any way.” said Casley.

Future

Currently, WebEx is in use throughout the company and is even being used to provide support to dealers in New Zealand and Korea. “We’ve also expanded Support Center for remote programming purposes. We now use WebEx to programme engines and gearboxes—in fact the whole vehicle—all from the head office.” Casley continued “Staff are beginning to see further applications for WebEx and realising there are other ways for them to do business. We’ve been looking at the WebEx One site, and might use that in the future to create a dealer communication network, providing a direct forum for interaction between ourselves and dealers.

“Last month we held about 6,800 minutes of meetings. Each session lasts about 25 minutes on average, so that’s nearly 300 sessions that we’ve held via WebEx in the last month alone. It’s become an integral part of our operations, and I’m sure we’ll continue to find other innovative applications for WebEx in the future.” concluded Casley.

“The WebEx team were very supportive and helpful, they worked diligently to provide a solution that fit our needs and these alterations are now part of the overall WebEx Support Center solution.”

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HIGHLIGHTS

- Iveco now has the ability to diagnose vehicle problems firsthand from remote locations, reducing the amount of time and resources needed to resolve support issues.
- Bringing more expertise directly to the customer’s vehicle—on the side of the road in a breakdown situation, or in the workshop allows Iveco to provide faster and more accurate support to its dealers and customers across Asia Pacific.
- Iveco also gained the ability to remotely programme vehicles from the company’s head office saving the company time and money.