



Enhancing CRM with Palm™ Handhelds at Kuotu-Motor

Mobile Quotation System for Automotive Repair and Maintenance Speeds Up Customer Service Responses and Onsite Service.

Developed by Sysware Corporation, Kuotu-Motor's Mobile Quotation System for Automotive Repair and Maintenance, which incorporates Palm™ handheld computing technology, has helped the company offer faster customer service and streamline its customer support services.

THE CHALLENGE

The automobile industry today places an increasing emphasis on after-sales service and support. Speeding up repairs and maintenance work on automobiles have become critical to achieving greater customer satisfaction and improving the efficiency of customer service. In the new era of next-generation e-businesses, enterprises such as those in the automobile industry have adopted handheld computers as a part of their mobile business strategies.

Traditionally, computer systems were installed at the entrance or cashier counters in the repair center. Customer service officers could not readily access customer information. The enquiry process was inconvenient and time-consuming. The complex procedures of providing quotations for spare parts were confusing to customers and hampered officers who were inexperienced in providing such quotations, resulting in errors when giving cost estimations.

With the Mobile Quotation System for Automotive Repair and Maintenance, officers can now easily access information about the cost of spare parts and repair costs from their Palm™ handhelds. Receptionists at the repair center can also make use of the Palm™ handhelds to assist customers with their enquiries at any time of the day.

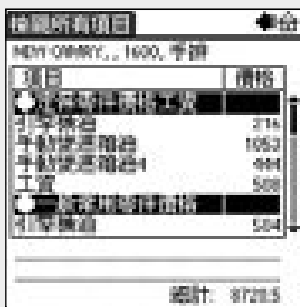
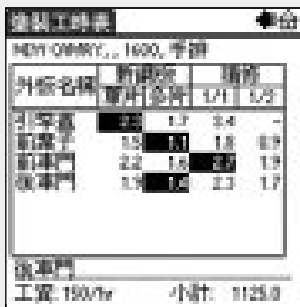
THE SOLUTION

Sysware Corporation developed Mobile Quotation System for Automotive Repair and Maintenance for Kuotu-Motor to effectively speed up its process of providing quotations on automotive repair and maintenance work. The system is designed to do a number of tasks, which include storing records of cars serviced by Kuotu-Motor, providing updates on the number of incidents it is currently servicing, updating work-in-progress and final outcome of services done on the cars, analysing the type of services delivered, and providing cost estimates of each service required.

Currently, the Mobile Quotation System for Automotive Repair and Maintenance is based on HotSync® operations with the existing personal computer systems of Kuotu-Motor via HotSync® cradle. Sysware Corporation's next step is to deploy the ScoutSync wireless transmission platform by Aether, thus integrating the current maintenance and repair process to achieve a truly mobile environment.

THE OUTCOME

"The Mobile Quotation System for Automotive Repair and Maintenance has met our mobile e-business needs. We are now able to provide faster responses to our customers and have





reduced onsite service time by a third. The new quotation allows greater organisational transparency as employees can now access information needed in their decision-making from their Palm™ handhelds from anywhere, and at anytime," said Gin-shan Wong, Section Chief of Sales and Service Department, Kuotu-Motor.

Kuotu-Motor initially deployed the Mobile Quotation System for Automotive Repair and Maintenance by Sysware Corporation in Yang Ming Servicing Centre, near the headquarters of Kuotu-Motor, in February 2001. The system will soon be implemented in its other 17 repair centres.

THE FACTS & FIGURES AT-A-GLANCE

Enterprise:

- Kuotu-Motor

Industry:

- Automobile

Category:

- Customer Relationship Management (CRM)

Application:

- Customer Information
- Enquiry of service records
- Enquiry of memo and labour cost
- Enquiry of part costs and labor costs of repair and maintenance work
- Enquiry on estimated time needed to complete the repair work

Features:

- The only automotive repair and maintenance system software in Taiwan
- Information is imported from the Kuotu-Motor system to handheld computers. An application program for database management terminals is also available.
- Tailored to the maintenance and repair cycle of automobiles, the program supports interchangeable information update from both PC and handheld interfaces.
- Designed to increase revenue by proactively assigning prospective customers to customer officers for maintenance and warranty contracts.

Benefits:

- The quotation system provides a higher degree of transparency to the process of giving cost estimates for repair and maintenance work
- Reduces onsite servicing time by a third
- Positive immediate responses with faster maintenance and repair quotations
- Replaces the original handbook for maintenance and repair quotation, and as a result, avoids errors and omissions in repair cost estimations
- Significantly saves labor and printing costs
- New staff can quickly come up to speed with the process of providing cost estimates, thus helping to reduce training costs and improve the individual's productivity level.

Specifications:

- Front-end system developed using Code Warrior
- Palm™ m505, Vx, and IIIc handhelds