



Case Study

Laundry Innovator WASH Multifamily Laundry Systems Drives Field Service Efficiency and Enhances Customer Experience with AnswersAnywhere

When laundry powerhouse WASH realized that a lack of access to accurate parts and technical information hindered efficiency and accuracy within their support organizations, they turned to AnswersAnywhere to create a mobile "single source of truth" for their field service technicians and customer support staff.

An Industry Leader

With over 7 million users throughout the U.S. and Canada, WASH provides innovative laundry services and solutions in partnership with top brands like Maytag, Whirlpool, and Speed Queen.

WASH continues to expand its footprint in North America, acquiring Great Lakes Laundry in 2012, Angel Coin Service in 2016 and partnering with Hercules Corp in 2019. WASH's expansion meant their field service group was growing exponentially, as was the amount of technical and parts documentation that technicians depend on to deliver efficient and accurate installation and repair services to customers.

Challenge

Always looking for ways to improve their customers' experience, WASH realized that field service technicians' current method of accessing installation and parts information needed improvement. According to Peter Wagner, WASH's Senior Operations Process Analyst, "Technicians had a variety of different ways

they were sourcing parts and technical information, including shared drives, web searches and printed information. However, they were wasting a lot of time looking for information and what they found wasn't always the most current or accurate. One of the biggest frustrations was that the parts lists, exploded product diagrams and documentation were not designed to be accessed by mobile phones. It became painfully obvious that we needed to provide our technicians with a mobile information solution."

Not only was the lack of accurate and accessible knowledge hampering efficiency gains, but it was also negatively affecting parts procurement.

Technicians often relied on outdated parts information, including diagrams and parts lists, to identify and order parts. Wagner said, "It is so critical that we order the correct parts, not only because of cost considerations but to ensure customer satisfaction. When you have the wrong part on your truck, you can't fix the washing machine, and the customer can't wash their clothes."

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- Peter Wagner, Senior Operations Process Analyst, WASH

Initially, WASH attempted to create a document and parts information repository themselves. With the rapid adoption of mobile technology, WASH quickly realized that their repository needed to be "mobile friendly," according to Wagner. He said, "Internally, we didn't have the people, process or technology required to create and update a mobile knowledge delivery solution that would be used daily by over 500 support staff spread across North America. Outsourcing the development and constant updating of our single source of truth to AnswersAnywhere was our best option."



By Outsourcing, WASH Could Accelerate Digital Transformation

Leveraging cutting-edge technology and well-developed processes, AnswersAnywhere's knowledge experts worked with WASH to source, organize and transform over 11,000 pages of parts and technical information into an up-to-date, interactive mobile knowledge application that is available online and offline. They plan to expand their knowledge base to 20,000 pages this year. Wagner says he likes to think of AnswersAnywhere as "Knowledge at your fingertips."

Because AnswersAnywhere takes responsibility for updating and optimizing the knowledge base regularly, WASH can ensure technicians utilize the most current information without creating additional burden on internal staff. Angie Alvarado, WASH's National Director of Operations Services, said, "With all of our recent growth, WASH's IT department is stretched thin as it is."

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- Angie Alvarado, National Director of Operations Services, WASH

Outsourcing our knowledge delivery project to AnswersAnywhere and the subsequent updating and optimization has been invaluable. Not only did AnswersAnywhere deliver our initial knowledge base in a remarkably short time, but the burden on IT was limited to guidance.”

According to Alvarado, AnswersAnywhere also had a positive impact on new technicians joining WASH. "The feedback from new hires, as well as their managers, has been tremendous. Some of our top users are new technicians. By finding the information they need fast and having that reassurance that the servicing documentation and parts information is WASH-approved, new technicians can complete more fixes on their own the first time."

Another beneficial feature of WASH's AnswersAnywhere knowledge base is the fault code guide. WASH found that error codes were often tripping up new hires, causing a delay in asset uptime. Using more complex documentation provided by manufacturers, WASH and AnswersAnywhere worked together design a simplified, accessible training document to walk technicians



Discovering More Opportunities for Improvement

After seeing the success of AnswersAnywhere among technicians, WASH decided to roll their information distribution solution out to the customer support center. The customer support center is an essential component of WASH's stellar reputation for customer excellence. At the frontline of post-product support, customer service representatives (CSRs) field hundreds of calls a day.

Alvarado said, "Enabling customers to resolve issues themselves with guidance from WASH's customer support staff is not only beneficial for us but also enhances the customer experience." Previously, CSRs were relying on MS Word document scripts to talk them through a call. Using specially designed knowledge trees in AnswersAnywhere, CSRs can troubleshoot customer issues and record whether a work order was created at the end of the call.

Conclusion

AnswersAnywhere has helped WASH further cement its spot as a laundry innovator, redefining how they do service from the minute the customer's call is received to the moment when the washer or dryer is up and running again.

Alvarado said, "WASH is an industry leader because we are continually striving to exceed our customers' expectations. AnswersAnywhere plays an integral part in that mission. Before AnswersAnywhere, we had tens of thousands of pages of valuable parts information, exploded product diagrams and servicing documentation unintentionally locked up in silos and different file formats."

"The AnswersAnywhere team unlocked and normalized all that valuable content to create a single source of truth that can be accessed by any browser on a P.C. or mobile phone. What sets AnswersAnywhere apart is their knowledge-as-a-service approach. After publishing the first version of WASH's mobile knowledge base, the AnswersAnywhere team assumed responsibility for keeping the documentation and parts lists updated regularly."



About WASH Multifamily Laundry Systems

WASH introduces ease and convenience into the laundry experience with their tech-forward solutions, expert management and top-of-the-line equipment. A multinational company operating in 24 U.S. states and all the Canadian provinces, WASH provides various innovative laundry solutions for multifamily, campus and on-premises laundry operations.

It is estimated that 7 million people do their laundry in a WASH facility. WASH is a privately held company founded in 1947 and based in El Segundo, Calif. You can learn more about how WASH is transforming laundry at www.wash.com



About AnswersAnywhere

AnswersAnywhere is a Knowledge-as-a-Service that combines people, process and technology to deliver the parts and servicing information field service engineers and customer support agents need to ensure a positive customer experience.

Over 50,000 customer support representatives and field service technicians access a knowledge base on the AnswersAnywhere platform every month to quickly and accurately install, service, identify parts and repair equipment. Based in Seattle, WA, AnswersAnywhere's knowledge experts have created innovative technical, interactive knowledge solutions for field service since 1996. In addition to WASH, companies using the AnswersAnywhere platform include BUNN, Baxi, and Homeserve UK. See more at: www.answersanywhere.com