



Case Study:

BUNN-O-Matic Arms On-Site Engineers with Off-line Interactive Technical Data

When beverage equipment company BUNN realised they needed to provide their field service engineers with direct access to information to increase field service efficiency, and strengthen their reputation of exceptional post-product support via BUNNserve, they turned to AnswersAnywhere to deliver a custom, mobile product data library.

BUNN's Challenge

At the forefront of dispensed beverage equipment manufacturing since 1957, BUNN is a global leader for reliable commercial beverage equipment and post-purchase lifecycle product management, embracing technology to meet the evolving needs of foodservice providers worldwide. In addition to their own equipment, BUNN also provides post-product support in the US for a large, overseas dispensed beverage equipment manufacturer.

In order to stay competitive and continue their upwards growth trajectory, BUNN wanted to elevate the level of support they provided to their customers. They began looking at transforming and mobilising their technical data to do so.

Currently, field service engineers and call

centre representatives were accessing technical and product information in the form of PDFs stored on shared drives, which meant that they had to search through thousands of pages of documentation to find the information they needed. This came with the challenge of speed, and in the case of call centres, translation of technical information over the telephone.

Tim Spencer, BUNN's Senior VP and GM for Service Operations, realised that by providing on-site engineers with better access to product knowledge would save valuable time at the customers premises, "In field service, minutes add up fast. If we could save our engineers 10 minutes of research on site, that adds up to over 13 hours a month they can spend on completing more jobs or doing additional training."

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AnswersAnywhere Identified as the Best Solution

Implementing this type of solution by making BUNN's technical data easily accessible to engineers and call centre staff, would be a momentous task to undertake in-house.

"BUNN has a strong reputation for outstanding post-product support. As BUNN continues to grow, our service teams grow larger and include more 3rd party engineers, and our product line expands and becomes more complex," says Spencer.

"We knew we needed to re-evaluate how we were delivering important information to the people who are at the heart of our service reputation. However, finding the resources, technology and staff in house to create and keep updated a mobile knowledge base with hundreds of products and thousands of parts would be near impossible."

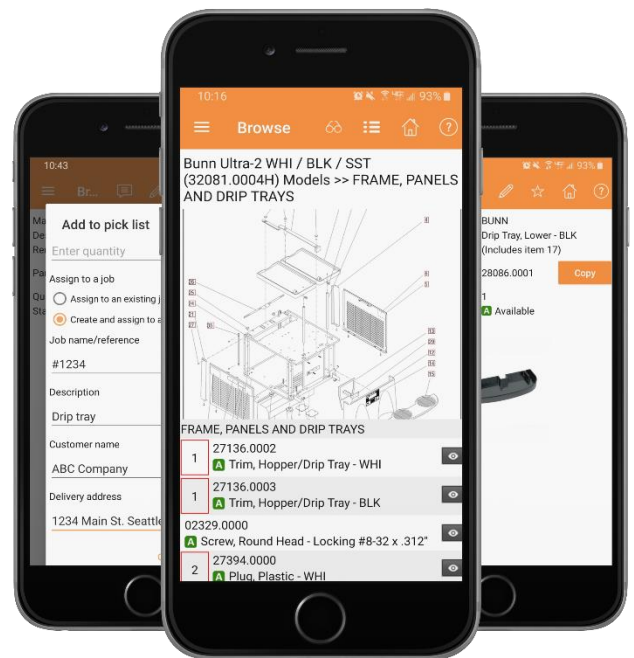
An Easy Decision for BUNN

Spencer decided to turn to AnswersAnywhere in order to address these challenges. AnswersAnywhere provides the people, process and technology that field service organisations need to create and deliver a fully interactive, digital mobile knowledge solution to their engineers. Built on the concept of

"Speed to Knowledge", AnswersAnywhere aims to deliver the initial custom technical knowledge base within 90 days of a signed contact.

In January of 2019, AnswersAnywhere's data experts began working with BUNN to identify, source, organise and transform legacy content for BUNN's custom AnswersAnywhere solution. In March of 2019, the initial digitised, interactive mobile knowledge base was deployed, containing parts and service information for the products identified as high priority. A process of continual update has expanded that initial knowledge base to include nearly 800 unique products and providing updates to parts lists and service documents on a weekly basis.

With AnswersAnywhere, BUNN's field service team has immediate access to the most up-to-date product and parts knowledge for



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approximately 790 product models, including 2650 pages of servicing, installation and programming documents (converted to XML), 130 parts lists, 1800 exploded views with interactive 'hotspots', 1100 part pages, as well as a library of instructional "How-To" videos. All this valuable information is now available in one application, works online or offline, and defines a 'single source of the truth' when it comes to all of BUNN's technical information.



All the Information in One Place

A critical component of AnswersAnywhere is the parts catalogues. Originally, BUNN's parts lists and exploded diagrams resided in different formats in separate departments within the company.

With AnswersAnywhere parts catalogues, both components of data are accessible from a single source, so that field service engineers

can view parts lists and exploded diagrams side by side. Selecting parts has never been easier or more accurate. In addition, hyperlinks allow engineers to immediately identify parts from the diagrams, which in turn are simultaneously identified in the accompanying parts list. To date*, BUNN has accessed equipment models over 65,000 times, testimony that engineers are certainly finding the solution invaluable.

AnswersAnywhere's licensing console gives BUNN complete control over issuing and withdrawing access to licenses. By segmenting access to data, BUNN also has control over who sees what information and for how long. An expiry date on sensitive data ensures that third party contractors do not keep information on their devices for longer than necessary to complete a job.

Keeping Content Current

Of the deployment, Spencer says, "The team at AnswersAnywhere took responsibility for most of the project, working with us to establish the technical knowledge needs of our call centre staff and field service engineers."

"Additionally, once the mobile knowledge solution was deployed, AnswersAnywhere took responsibility for maintaining and updating the data with our approval, so we can be certain our field engineers have access to the most relevant, up-to-date and accurate information available at all times."

*as of August 2022

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Incorporating Big Data to Drive Efficiency

Always looking ahead and searching for ways to improve service delivery, BUNN has recently implemented AnswersAnywhere's data analytics feature, Data Insights.

Data Insights allows BUNN to easily access product, knowledge, and user data and gain a better view of service calls. Service managers can view events by product, manufacturer, model, part, and document, as well as trace a team or individual users' knowledge base journey while working on a piece of equipment.

Having this information helps BUNN identify behaviours that contribute to Key Performance Indicators (KPIs) like first time fix rates and mean time to repair, and pinpoint areas for additional training among their engineers.

Additionally, BUNN is finding Data Insights is particularly useful in understanding how 3rd party workers are utilising the knowledge base. By seeing what information they are accessing, this in turn helps BUNN identify gaps in the knowledge base that need to be improved, as well as providing an extra level of security for the organisation.

A Unique Solution that Benefits the Entire Organisation

The benefits of AnswersAnywhere have been felt throughout BUNN's entire service operation. Since deploying their custom knowledge solution, BUNN has seen an

“By outsourcing the creation and updating of BUNN's technical documentation, parts lists and exploded diagrams to AnswersAnywhere, BUNN is able to focus our staff on our core business, the development, sales and servicing of beverage dispensing equipment.”

-Tim Spencer, Senior VP and GM for Service Operations, BUNN

increase in first-time fix rates and customer satisfaction, as well as a decrease in incorrect parts orders and time on site.

With results like that, it is clear that BUNN's field service engineers have found AnswersAnywhere to be a highly valuable asset when in the field. In fact, a new field service engineer recently sent an email to his manager that said, “I truly appreciate the updated information. This program (AnswersAnywhere) has helped me out tremendously in just the few short days being out in the field.”

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About BUNN®

Since 1957, Bunn-O-Matic Corporation (BUNN®) has been at the forefront of dispensed beverage equipment manufacturers. Grown through five generations of family entrepreneurship, BUNN has become a global partner you can count on for reliable beverage equipment and outstanding post-purchase support wherever customers are served. The BUNN core values of honesty, integrity, and courtesy have created a global network of loyal commercial and home customers who are served by the company's brand promise, A Partner You Can Count On™. - See more at:

<http://www.bunn.com/company/about-us>



About AnswersAnywhere

AnswersAnywhere is part of the Infomill product portfolio. Infomill has a pedigree of successful aftermarket information projects with multi-national companies in HVAC, aerospace, mass transit, materials handling and other knowledge-critical sectors.

Over 30,000 technical support representatives and field service technicians access digital technical data by Infomill's technology every month to quickly and accurately install, service, identify parts and repair equipment. The AnswersAnywhere team has been creating innovative technical, interactive knowledge solutions for field service since 1996. See more at: www.answersanywhere.com

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