

Mining for deeper customer relationships

Customer service technical publications portal enhances customer engagement, enables future revenue

Challenge

The client is a worldwide leader in high-productivity mining solutions, providing equipment, parts and services for the mining industry.

Mining industry equipment sales have slowed, making increased parts and service sales vital to company financial health. To deepen customer engagement, the client created a long-term vision for a service portal, beginning with the immediate replacement of hosted third-party software which provided online access to parts catalogs and technical service manuals. The software was not globally hosted, causing latency issues at remote mines, did not offer personalization or customization capabilities and was expensive to license.

The situation

Hitachi enabled the client's long-term vision for customer engagement, designing a scalable, globally accessible service portal using a custom ASP.NET web application that leveraged SharePoint 2013.

The first phase was a technical publications portal providing fast, intuitive access to important customer information such as parts catalogs, safety data sheets and equipment manuals. Users see personalized information relevant to equipment at their mine, instead of thousands of catalogs shown by the prior portal. Hitachi also enabled new

functionality, such as increased safety bulletin visibility and the ability to create customized "shelves" of manuals.

The client customers are located in remote mines around the world. Hitachi designed an efficient site architecture to reduce bandwidth requirements and leveraged Microsoft® Azure® to enable regional content delivery, improving portal performance and scalability.

The new portal is integrated with both existing internal and external authentication systems. This integration allows the client to directly tie existing customer knowledge to future functional enhancements, deepening customer engagement and enabling new revenue streams.

Positive impact

The client's new customer service portal is crucial to their future success and profitability, enabling a deeper level of engagement with their customers.

- Provides foundation for future service offerings and revenue streams
- User credential specific content improves information "findability" and customer efficiency, reducing catalog viewing options from thousands to a handful
- Cloud-based architecture and efficient system design improves performance at remote customer locations



- Decreased reliance on mailed information reduces printing and mailing costs and provides more timely information
- Lower maintenance costs than third-party licensed software, while providing more flexibility

Microsoft technologies

SharePoint 2013, ASP.NET custom application, Windows, Azure

About Hitachi Consulting

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