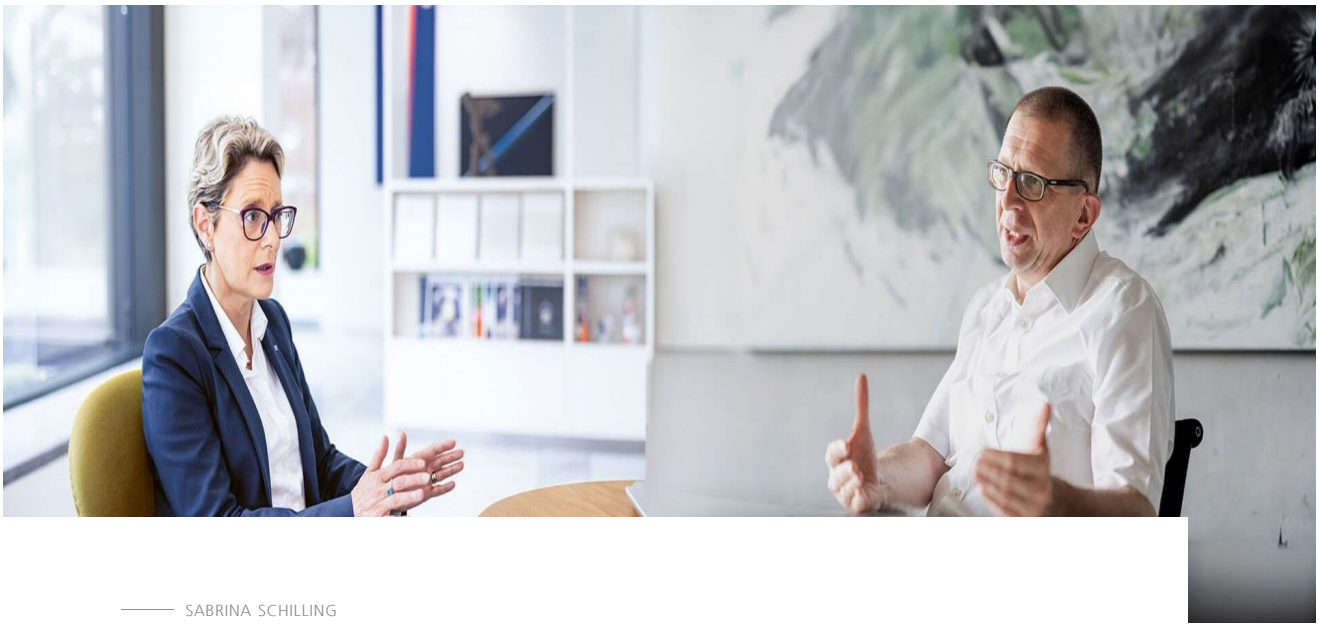

SABRINA SCHILLING

EuroBLECH: "Every investment in quality service boosts performance"

TRUMPF will be showcasing new machines and products at EuroBLECH 2024 in Hanover. However, a customer's purchasing decision goes far beyond the trade fair – ultimately, only excellent service ensures that machines operate smoothly over the long term, reduces downtime and transforms basic business transactions into successful partnerships. Marcella Montelatici, Managing Director of Sales & Services at TRUMPF Werkzeugmaschinen, and Thomas Fehn, Managing Director for Sales & Services at TRUMPF Lasertechnik, explain why TRUMPF is incorporating artificial intelligence into its products, and how the company enhances customer profitability, success, speed and competitiveness through quality service.

What role does service play at TRUMPF?

Marcella Montelatici: Service is vital to TRUMPF. We believe in the saying, "Sales sell the first machine, but good service sells the second." When purchasing a machine, customers carefully consider the value they're receiving for their investment. Customers expect their machine to operate reliably for many years, be easily retrofitted and receive regular updates. Their expectations for service extend well beyond basic repairs.

Thomas Fehn: TRUMPF doesn't sell everyday products, but capital goods. Naturally, customers expect top-tier service. Services make up a significant portion of our revenue and profits in laser technology, and the trend is increasing.

Marcella Montelatici: "For TRUMPF customers, good service means having a reliable partner on side."

Thomas Fehn: "TRUMPF employees play a crucial role when it comes to service."

When a customer purchases a product, they are also investing in the promise that it will perform reliably over the long term...

Marcella Montelatici: Absolutely. A machine without good service isn't a solid investment. At TRUMPF, we take the burden of problems off our customers' shoulders. We also understand how challenging it is for most of them to find and retain skilled operators. Through our digital Remote Control Centre, we connect directly to our customers' machines and handle numerous tasks. We also perform security updates remotely, a service that is becoming increasingly vital in today's environment.

Thomas Fehn: We stand out from our competitors by guaranteeing that TRUMPF lasers are operational 24/7, thanks to condition monitoring, predictive maintenance and similar technologies, ensuring there are no unplanned downtimes in production. To sell availability "on time," it's essential to have access to your customers' data. This necessitates building their trust, which is fostered through the close partnerships that we at TRUMPF cultivate with our clients.

> **AI will make our service engineers' work much easier, but it will not replace service staff.**
>
> Thomas Fehn, Managing Director for Sales & Services at TRUMPF Lasertechnik

What does good service mean to you?

Marcella Montelatici: For TRUMPF customers, good service means having a reliable partner on side – not just at the time of purchase, but throughout the entire life cycle of the machine. Our service engineers are on-site, technically proficient, adept at problem-solving and and attuned to customer needs. Our organisational structure is well-prepared to handle any situation that may arise. We have local service engineers who are readily accessible to our customers and can be on-site promptly. If needed, they also provide support to our specialists in the regions. These specialists also work closely with the appropriate development department. In keeping with the "follow the sun" principle, we are available 24/7, no matter where you are in the world.

What are the key features of TRUMPF's Technical Service?

Marcella Montelatici: Our customers can contact us in their national language and tell us what they need. Regardless of their location, they receive assistance in their native tongue, whether it's by phone, email or Visual Assistance. When it comes to understanding problems, rectifying faults or giving machine instructions, communication has to be perfect. After all, when I visit the doctor, I want to make sure that the doctor understands me and vice versa. Otherwise, I may feel uneasy or risk receiving the wrong treatment.

TRUMPF will be showcasing new machines and products at EuroBLECH°2024 in Hanover, including some for digital service condition monitoring.

TRUMPF's Condition Monitoring function lets customers see the status of their machine at a glance.

What role do digitalisation and artificial intelligence play when it comes to service?

Marcella Montelatici: For TRUMPF, AI is already a critical component of our operations, not just a vision for the future. It enables us to detect fault patterns more swiftly and deliver effective solutions.

Thomas Fehn: AI provides significant benefits at both the societal and value creation levels. It simplifies work processes by consolidating information and synthesising it in innovative ways. Most importantly, it allows us to develop new solutions based on AI. We have already integrated AI into our products and are currently focused on exploring how we can leverage AI in relation to technical service and application consulting.

What are you working on in particular?

Thomas Fehn: AI enables us to automate routine tasks within our technical support team, diagnose errors more effectively, personalise customer care, optimise resource planning and deliver targeted information. Collectively, these improvements enhance efficiency and substantially boost customer satisfaction. AI will make our service engineers' work much easier, but it will not replace service staff.

> **A machine without good service isn't a solid investment.**
>
> Marcella Montelatici, Managing Director for Sales & Services at TRUMPF Werkzeugmaschinen

What is the role of TRUMPF employees in relation to comes to services?

Thomas Fehn: It's a crucial role. Our service and application engineers often represent our company in challenging situations. When a machine malfunctions, customers tend to feel tense and anxious. The engineer must always react correctly and keep a cool head.

How do you see service work developing over the next few years?

Marcella Montelatici: There are many areas where we aim to enhance our efforts. This includes tools, retrofitting, software updates, consulting, initial production assistance, and customer training. Our comprehensive range of services is designed to help customers become faster, more profitable and more competitive. Ultimately, our primary goal is to assist our customers in navigating these challenges.

SABRINA SCHILLING

TRUMPF GROUP COMMUNICATIONS