



Overview

Country : North America
Industry : Automotive
Product : Trucks

Company

A leading manufacturer of trucks, buses, construction equipment and marine and industrial engines with global operations was growing by acquisition and geographical expansion. The Company employs about **100,000 people**, had production facilities in **19 countries and reaching out to 190 markets**.

Business Challenges

The company was facing challenges on engineering support and services front including:

- I. Improper existing design Illustrations with old Illustration standards.
- II. Release of engineering change notes (ECN) not captured on time
- III. Inadequate clean-up of existing pages due to missing data or lack of standards across all catalog pages
- IV. Design Illustrations not matching to Bill of materials.

V. Low end users adoption of aftermarket catalog

VI. Incorrect parts delivered to customers resulting in business loss and erosion of customer trust.

Considering the financial and non-financial implications of low quality cataloging information, senior management quickly wanted to standardize the illustrations and bring about a comprehensive approach to address the issues. After a thorough evaluation the management made a considered decision to outsource the complete process to domain experts. Company executives evaluated several players in the market and selected Quest Informatics based on our two decades of expertise in handling complicated engineering technical information, deep knowledge of engineering of trucks (Chassis and Driveline), and high customer engagement principles.

Quest's Service approach

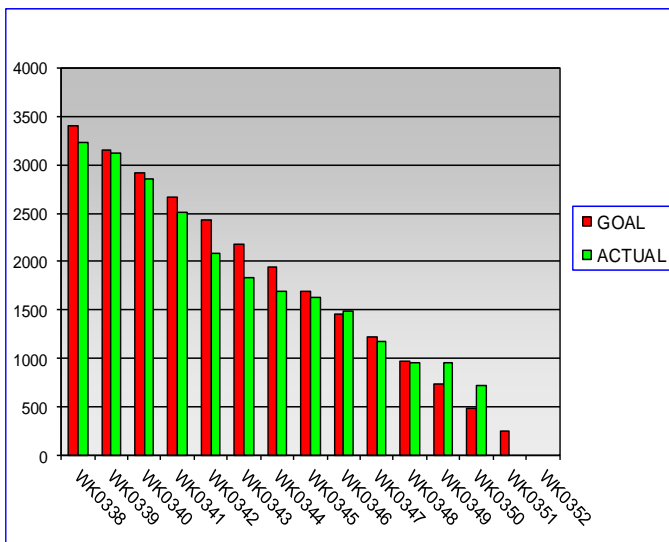
Quest engineering services put together a dedicated team focusing on the task. The team was led by a senior manager overseeing the day to day delivery activity and reporting directly to management on the project outcomes. The team with right mix of experienced engineers, fresher, and

truck experts initiated pilots to sort out delivery process and gain relevant knowledge. Formal knowledge transfer and process management procedures were discussed and frozen after the kickoff. Quest management created a comprehensive mechanism to review the project outputs.

Outsourced project Outcome

- First time in history of company, we brought down the errors in catalog to **ZERO**.

Catalog Errors Reduction



- Number of Customer Complaints reduced from **200 Calls** per month to **2 calls** per month.
- Cost savings **\$96000/Month** by reduction in customer complaints and by improving catalog quality

- Productivity increase by **78%**

The feather in our cap was when client engaged an external agency for evaluation of outgoing quality of our process. Quest process quality was rated at **4.5 Sigma with a yield of 99.865%**.

While these were the direct benefits of outsourcing client also highly appreciated Quest commitment and support in going beyond the brief. The client gained substantially in other areas, including:

- I. Fixing of 1470 bill of material.
- II. Lot of improvements in quality of illustration with isometric view in DPP angle.
- III. Complete elimination of images (Tiff, BMP, GIF) in illustration
- IV. Tracking late release engineering change notes.
- V. Identifying engineering flaws in design and informing stake holders.
- VI. Root cause analysis on all customer complaints to know the vital areas where the catalog needs attention.
- VII. Insights on customer with spare parts information policy which has become a standard guide for creating catalog.