

Potential and strategies in after sales service

Executive Summary

Contact partners

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EBIT-contribution of After Sales Service recognised – reorientation remains an option!

Objective

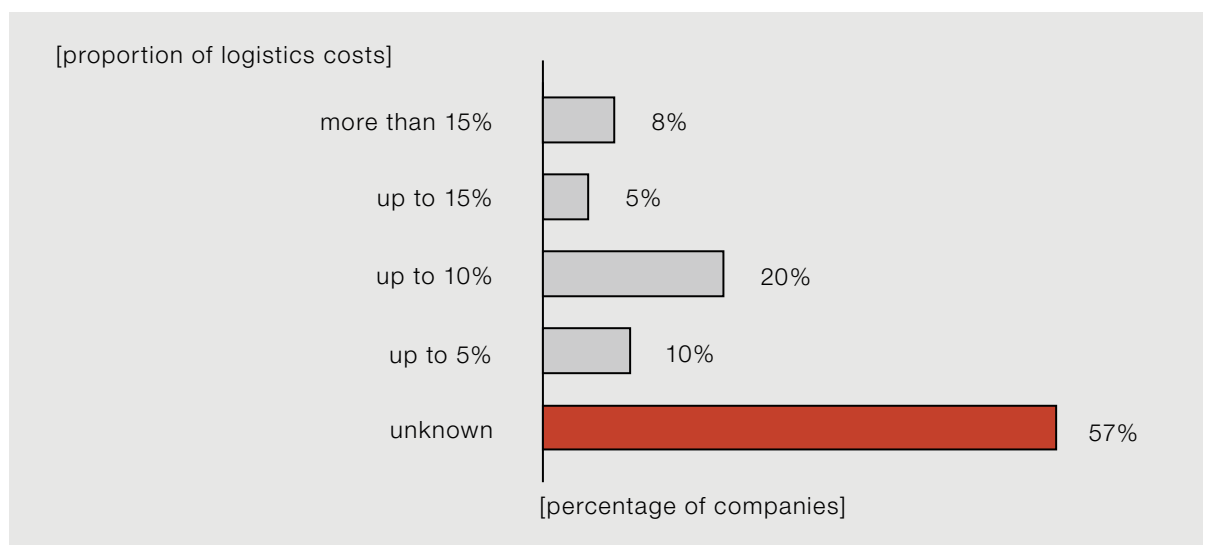
- Benchmark analysis and evaluation of processes, structures and cost relationships in After Sales Service sector

Methodology/Design

- Personal interviews with heads of services or managers in medium-sized and large German enterprises
- Participants: 40 senior decision-makers, average company size € 1.25 billion
- Sector focus: machine and plant construction, component manufacturers and suppliers

Results

- 80% recognise the high importance of After Sales, but are for the most part not properly organised and in part not able to act
- Growing customer demands call for new orientation of After Sales Service – High potential for increasing turnover and EBIT
- Nearly 70% of companies do not meet the Best Practice requirements and have considerable need for action regarding structures, processes and controlling



Nearly 60% of companies do not know the proportion of their logistics costs in after-sales turnover – blind optimism?!