



Cycle & Carriage improves warranty management efficiency

“The system helped us overcome our roadblocks in providing professional warranty management, and its customisable functions allowed us to tailor the solutions specifically to our requirements.”

Ajeet Singh
Assistant Manager
Warranty/Service Network Development

The Central Service Department of Cycle & Carriage Automobiles Sdn Bhd (Cycle & Carriage) is dedicated to supporting the company's authorised service network. As the primary dealer of Mercedes Benz and the sole distributor of Mazda and Peugeot in Malaysia, Cycle & Carriage has over 100 years of retail motor experience, and continues to emphasise the importance of providing superior values and services to its customers.

Backed by a network of experienced distributors, professional after-sales service providers and assemblers located throughout Malaysia, Cycle & Carriage is driven by its mission to exceed customer expectations, sustain growth and enhance stakeholder value through empowerment, teamwork and trust.



Business Challenges

Efficient warranty management is one of the most important deliverables in Cycle & Carriage's Central Service Department. However, its existing system's predominantly manual and complex process was affecting the smooth turnover of warranty claims and submissions. Mistakes were easily made, multiple forms needed filling out, and automatic pricing of spares and parts were only available in Euro denominations.

In order to make good their promise, Cycle & Carriage realised the need to replace its system with a more competent solution. Committed to improving warranty services, Cycle & Carriage consulted the primary users of its warranty management system - the dealers - to gather feedback and information to improve its current procedures and ultimately enhance customer experience with its warranty and services department.

The key factor influencing their decision to implement a new solution was to make the warranty claims process easier and centralised. With that in mind, Cycle & Carriage adopted Genpacx, Cuscapi's powerful enterprise solution for active collaboration and exchange.

The solution's intuitive and easy-to-use web-based interface within a seamless and integrated system requires little training and dealers were able to submit and track their warranty claims for reimbursement with minimal downtime and mistakes. "We no longer have lost claims or documents. There is better transparency, monitoring and tracking, and dealers can now check warranty eligibility immediately as well as keep track of their warranty submission histories and number of submissions, hence minimising the risk of double claims," said Ajeet Singh.

By completing warranty information upon purchase of vehicles, 80 percent of customers and vehicles information will be automatically available when the need to submit a warranty claim arises. The system also ensures dealers complete claim forms accurately before submission, helping to minimise human errors and significantly shortening the process of warranty claim submissions.

Cost effective, Genpacx enabled Cycle & Carriage to achieve its objectives at minimum price. "We wanted a system where its costs wouldn't burden the network," said Ajeet. With 40 users across the country, the solution requires no license fees. With a low maintenance charge, Genpacx stands out amongst competing solutions.

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Delivering Solutions

"We customised and implemented the solution throughout our service network within three months and like any new solution, there were some minor hitches, but together with the Cuscapi team, fast effective solutions were obtained," said Ajeet. "Once the initial bugs were ironed out, the implementation process was smooth and speedy and we were able to meet our targeted datelines."

"Nowadays, it's much easier for our dealers to submit their claims, and it works both ways. The Central Service Department is now more efficient at processing the claims. Our turnaround is faster, and the solution's web-based capability means all we need is an Internet connection and we can do our work anytime, anywhere."

Going Forward

Genpacx is achieving almost 100 percent efficiency at processing Cycle & Carriage's warranty submissions. Ajeet said, "We still get a few unusual claims that are out of ordinary circumstances, but together with the Cuscapi team, we have been able to work around these peculiar requests through the adaptability of the system."

Despite this, Cycle & Carriage is not planning to update its system just yet. However, Genpacx's flexible platform supports the continuous growth of the organisation. "The system is also highly scalable, and we will continue to develop it further based on future needs", he added.



Challenges

- Personalise and automate a predominantly manual process of warranty submissions and claims
- Develop a seamless, integrated and centralised system for use by dealers and Central Service Department
- Provide dealers with an adequate level of access to empower their services and ensuring transparency throughout the organisation

Solutions

- Genpacx Electronic Warranty Management System

Benefits

- Capabilities to submit and track warranty claims with minimal downtime and mistakes
- Real-time availability of information and warranty eligibility
- Shorter warranty claims process means faster reimbursements to the customers