

Many Birds, One Stone

Optimize Manufacturing Maintenance and Support Operations with Sinequa Search Cloud



Empower Employees and Customers to Efficiently Solve Maintenance and Support Issues

Every major business disruption - supply chain challenges, economic conditions, and the Great Resignation - places pressure on manufacturing organizations to do more with less. They need to better leverage existing resources and capture institutional knowledge to avoid business snags, improve operational excellence, increase customer satisfaction, and drive innovation. Key to driving higher customer satisfaction is world-class maintenance and support functions.

According to a 2022 CMSWire Report, 30% of employees never find the information they need to do their jobs. Quick access to content and information allows support staff and field engineers to work successfully and enables customers to thrive in a self-service environment. Now more than ever, the ability to drive revenue in manufacturing by suggesting improvements based on information shared across maintenance and service stakeholders is key to customer satisfaction, high-level decision-making, and growth into new markets.

Doing so requires business and IT staff to work in concert to:

- **Give autonomy to customers to find existing answers**
- **Help teams find solutions already used for similar cases**
- **Reduce search time and time-to-resolution for customer questions and issues**

Real-world Efficient Customer Service Issue Resolution

Sinequa's platform powers insight applications that are used by support and maintenance teams at leading manufacturers like **Airbus Helicopters** and **Siemens**.

Airbus Helicopters saw a more efficient resolution of customer questions using Sinequa's platform. On simple requests, **20% of technical requests** are answered using technical documentation available to customers. **80% found answers in the results list** from the documentation. On complex requests they saw a **5-10% reduction in turnaround time** by identifying previous cases and solutions that matched the current issues - no need to involve the design department when finding answers. As a result, their customer satisfaction improved by 6 points, achieving 85% more delighted customers.

*We lost a lot of time searching through our various databases and existing tools, along with drawings and technical documentation. We asked ourselves what we could do to help our team find the information they needed more rapidly and efficiently. So, we selected **Sinequa's search engine** because of its high performance and the fact that it's straightforward to index databases.*

Frederic Antoine, Technical Support Network Manager, Airbus Helicopters

To improve customer service & support, Siemens created the SIE Portal: an integrated platform for all product and support information powered by Sinequa's search platform. The portal serves customers, call center support engineers, and field engineers, handling 450,000 questions daily. Support calls to agents decreased after the search deployment, and Customer self-service and satisfaction increased **without needing 16 call centers and incremental headcount**, saving several million dollars. Field engineers use the SIE Portal to quickly find information in complex technical documentation and expertly diagnose and repair products. Siemens can now handle more customer requests with the same amount of support engineers.

*If Siemens only knew what Siemens knows; that was the initial challenge...now our employees find insight more efficiently - **we're 30% faster with Sinequa.***

Dr. Thomas Lackner

Sinequa Powers the Customer Support Experience

Overall, Sinequa's customers see immediate results, including increased first-call resolution efficiency and reduced average handle time. The world's largest and most complex manufacturing companies continuously improve customer engagement with Sinequa-powered customer self-service and agent-assist search solutions. With Sinequa, manufacturers can quickly build a unified view of all relevant information needed to accelerate question-answering and problem resolution.

The Sinequa Search Platform's differentiated capabilities are:

- **Universal connectivity**

Making information findable requires integration capabilities to ingest and enrich data - including CAD technology, Office 365, Service Now, Salesforce Service Cloud, Jira, Confluence, and many others - for indexing and delivering searchable content to applications.

- **Best relevancy**

Combining best-in-class statistical, NLP, and advanced Neural Network technology with Neural Search. Sinequa increases end-user productivity by ensuring the accuracy and reliability of search results.

- **Rapid Deployment and Delivery**

Flexibility enables quick deployment to accommodate changing IT requirements for Cloud, Hybrid, and on-premise environments.

- **Enterprise-grade security**

Advanced security features maintain and optimize your existing access rules

About Sinequa

Recognized as a leader in Gartner's Magic Quadrant for Insight Engines and the Forrester Wave for Cognitive Search, Sinequa provides an intelligent search platform for Fortune Global 2000 companies and government agencies. The solution offers insights extracted from structured and unstructured data using advanced Natural Language Processing (NLP) and Machine Learning.

For more information, visit www.sinequa.com