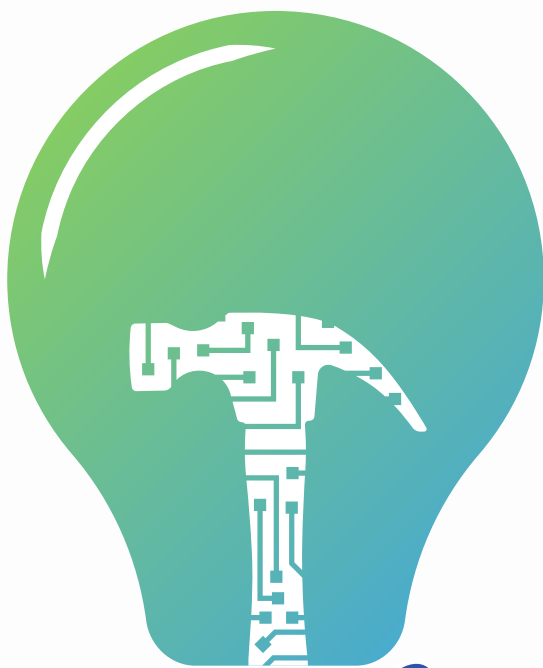


# OEMs – are you delivering the innovation your business needs?

Innovation has long been a business buzzword. But the post-pandemic reality is that business leaders need a return to growth after a long period of business disruption. New, innovative approaches to business operations really can deliver this growth.

For original equipment manufacturers (OEMs) it can be hard to find the time and resources to focus on innovation. One particular challenge comes from having an extensive deployment of machines in the field, often on a global scale. With many performing mission-critical roles, this makes it difficult to take them offline, or return to base, for repair. As a result, OEMs spend a lot of time and effort managing field service teams, to maximise uptime and reliability for their equipment and deliver a consistently high level of customer experience. The brand depends on it. But it does mean that the chance to develop and deploy new ideas falls by the wayside.



## Service delivery outsourcing and innovations

One thing that is consistent across all OEMs is the value that they can unlock by outsourcing service delivery. But the way they do this might be different. After all, every business has their own ways of working – there's no one size-fits-all solution to service delivery innovation.

One organisation might choose to focus its engineering experts on the workloads that needs the most in-house knowledge. For example, cutting-edge product development that requires significant in-depth knowledge of the business, and how it works. In which case, it might outsource maintenance and support for older and less innovative solutions. It enables an organisation to free up engineering time to deliver more innovative strategies, without affecting the brand experience for customers using older products and services.

Conversely, another organisation might choose to outsource the delivery and maintenance of newer machines and technologies. This might be to prevent existing service teams from being overwhelmed, or because they don't have the time to find teams with the specific skills or experience needed (or because they are hard to find).

Either way, service delivery innovation can help manufacturers to optimise operations and get its core assets – people – in the right place and focused on the tasks they are best matched to, or where their expertise is needed most.



## How it works in practice

One example of an organisation benefiting from this is a subcontractor for a global fast-food restaurant. With over 5,000 Drive-Thru kiosks in North America, Mid-America Point of Sale (MAPS) needed service delivery support to deploy the kiosks, reinstall point-of-sale units and perform ongoing maintenance support.

Pitney Bowes provided a team of highly qualified and certified engineers who could support MAPS with a wide range of skills. This included programme management, asset deployment and installation, as well as on-site repair and preventative maintenance support. It freed MAPS to allocate their highly experienced staff on valuable customer experience projects that needed their specific business knowledge.

# Space to innovate, freedom to grow

Outsourcing service delivery can help you free up more of your time, resources – and people. It means organisations can give greater focus to innovation, which in turn can drive business growth and a more competitive business.



It's essential to work with the right business partner. Want to know more about strategic field services solutions from Pitney Bowes?

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