



Accepted or Rejected? Hella uses TecWarranty for efficient warranty handling

Hella KGaA Hueck & Co. in Lippstadt, Germany, uses TecCom's TecWarranty service. Hella recognized that previous warranty handling practices were neither efficient nor service-oriented. Filling out the forms and entering the contents in the MMS, first at each trade level and finally at the manufacturer, cost a lot of time and money. GVA estimates the handling costs per case at 35 euros. Studies show that more than two percent of sales volume is consumed by warranty handling. This is a serious cost factor for a large international company like Hella. "Hella sells millions of parts in the replacement part market. In spite of our minimal defect quota, warranty case handling is a major cost that we want to reduce with the TecCom solution. It is also at least as important to us to provide professional customer service to our trading customers around the clock," says Bernd Giernoth, Director of the After Sales Center for Hella.

Hella has centralized the warranty handling in a special department. The decision to use TecWarranty was based on years of experience with the TecCom B2B solution for processing trade orders. TecWarranty uses the complete standard form from GVA (German Association of the Automotive Trade) and ZDK (German Organization for Motor Trade and Repairs). All market participants can use TecWarranty whether or not they use the TecCom system. TecWarranty is an Internet solution that offers the possibility to capture requests offline in Microsoft Excel.

A classic case

Thousands of times a day the same thing happens: a garage has a warranty case. Someone fills out the standard form and sends the defective part and the form to the wholesaler. Another person at the wholesaler takes the case, checks it, enters the data by hand in the MMS, prints out the form and sends the whole thing to the manufacturer. And there someone else starts over.



Bernd Giernoth,
Director After Sales Center at Hella

TecWarranty ensures that the systems of industry, trade and garage can talk to each other. Ideally a warranty case is only entered once so that all parties can use the same data, one after another. A garage can log in to the TecWarranty platform, find the wholesaler and place the request. The wholesaler then logs in and processes the case, sending "Accepted" or "Rejected" to the garage with the

reasons. He can also pass it on to the responsible industry supplier—sorted according to different criteria like business partner, status, article number, reason for claim, etc.—and process it electronically.

Processing takes place without a media break. Garage, trader and industry all profit from the efficient processing. "We spent a lot of time to model complete warranty cases in our

ONE SOLUTION FOR ALL PARTS

system. We fight with wrong or incomplete forms, illegible handwriting, vanished application slips and every problem you can imagine. Now our staff know the case before the part arrives on our dock. By then we have done all the preliminary work and can concentrate on important things," says Giernoth. The person handling the case can enter preliminary and final decisions directly into the MMS, together with the reasons. TecWarranty automates sending these to the customers. This way the customer always knows the status, such as "application received" or "part received" or "claim accepted with reasons listed." Hella has completed the full integration of TecWarranty in its SAP system in order

to maximize the benefits. This means less work, full process transparency and better customer service.

Jennifer Merk, responsible for claims cases at the wholesaler Hellmut Springer GmbH & Co. KG, sees things the same way. "We

enter the case in three minutes. The fields are labeled, the whole form is clear. You can't make a mistake because the system points it out. And then a mouse click to send it to the supplier." The wholesaler Springer would be happy to see more suppliers connect to TecWarranty, because it has the potential to improve customer service. Merk says, "Warranty case handling takes three to four weeks. We can speed up the process with TecWarranty and give the customer status feedback at any time."

Hella is busy connecting more wholesalers to the TecWarranty solution. By the end of 2006 half of Hella's will. "Because warranty part handling can be such an emotional issue, we are convinced that exemplary service processes are the way to win over the market," concludes Giernoth.



Hella After Sales Center in Lippstadt, Germany

About Hella

The global supplier develops and manufactures components and systems for lighting and electronics for the automotive industry. In addition, joint venture companies produce complete vehicle modules, air conditioning systems and vehicle electric systems. Hella is one of the world's largest companies selling automotive parts and accessories, with its own sales companies and partners in more than 100 countries. A total of 24,000 people are employed in 65 production facilities, production subsidiaries and joint venture companies. More than 2,900 engineers and technicians work in research and development across the group. Customers include all leading automakers and system manufacturers as well as the Automotive Aftermarket.

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About TecCom

TecCom is the market-leading B2B platform for the European automotive replacement part market. The TecCom solution shortens, simplifies and automates order processing for part manufacturers and wholesale traders. Online dialog allows users to see availability, clarify delivery dates, order replacement parts, and receive confirmation of orders, delivery notices and invoices. Today more than 7,000 traders and 80 part suppliers use TecCom.

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