

Close to the Customer

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Customer support at ETAS

At ETAS, excellent support has priority – before and after product delivery. The ETAS support team place particular emphasis on personal contact, since this allows them to respond to the individual customer's concerns even more detailed.

We've all seen it. You urgently need help operating a tool, but you can't find a telephone number or an email address for the service provider. Instead, you have to wade through a standardized contact form which is of only limited use in explaining the problem. Then you wait a couple of days to receive a mediocre response.

ETAS flies in the face of the trend towards making support anonymous using chat bots, avatars, and artificial intelligence by continuing to place the focus on personal support. The annual ETAS customer satisfaction survey made it quite clear that customers very much value and appreciate personal contact. Even though ETAS is working to offer additional support channels, remaining close to the customer remains top priority.

Quick and easy – Successful support as a team effort

ETAS offers its customers at all ETAS locations high-quality telephone and email support. An overwhelming majority of support requests are processed quickly. This is thanks to our large numbers of highly qual-

ified associates with their many years of experience. At ETAS, successful support is a team effort achieved by the specialization of individual associates in a specific aspect of the ETAS portfolio. With these experts on board, ETAS is able to offer different levels of support.

- First-level support: problem reporting and providing solutions quickly and directly
- Second-level support: the next level of support, which is specialized in specific issues, and processes queries that cannot be resolved by first-level support directly on the telephone
- Third-level support: for particularly specialized queries and complex requirements

Expertise is internally documented in Wiki databases and, as of last year, has also been provided externally in the form of FAQs. These increasingly popular FAQs can be accessed from the Download Center on the ETAS website.

Proximity to the customer

In addition to the support hotline, ETAS also offers on-site customer support. Resident ETAS engineers

are valued points of contact for users. As well as assisting with the use of products, resident engineers also help to integrate them quickly and efficiently into the customer's processes and tool landscape.

It isn't just the resident engineers that customers rely on to provide on-site support, however. In some instances, the ETAS hotline experts also visit customers. Not only does this bolster the customer relationship, it also improves ETAS' internal knowledge of customer's work processes. This helps to continually improve the quality of support. It also adds variety and appeal to the daily work of hotline associates – equally important to good work.

Support on the road

In recent years, ETAS support engineers have been welcome additions to many test campaigns, including in Sweden and South Africa. One particular highlight is the three to four week support provided to testing in the Spanish province of Granada, which ETAS has been undertaking on its own initiative for several years now. Owing to consider-



able temperature fluctuations and elevation differing by as much as 2,600 meters, the mountains of the Sierra Nevada provide automakers with the ideal conditions in which to put their cars through their paces. As a result, it is no surprise that there are many automakers and suppliers here who gladly turn to ETAS for support.

The overwhelmingly positive customer feedback motivates the ETAS support team to continue its good work and to continue prioritizing

personal contact in the face of so many technological trends.

Theory meets reality – Use cases

Another valuable part of the ETAS service package is the use cases you will find in the Download Center on the ETAS website. Written by users for users, these use cases illustrate application scenarios and explore various tips and tricks. For instance, you will find do-it-yourself instructions that show you how to use the tool and the tricky problems you can solve with it. This ensures users

are making maximum use of the tool beyond standard scenarios. Use cases are most often based on the experiences gained from customer projects, customer workshops, and specific customer queries. This ensures a consideration of relevant issues straight from everyday scenarios. ETAS replicates the use cases using its own hardware and data, ensuring that nobody can identify the original customer. Wherever you are and whatever you need – the ETAS support team is always there to help!