Engineering Partner

# Intuitive and smart: The new Miele Service Documentation

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Owners of premium domestic appliances also expect efficient and targeted services with added value in the field of after-sales services over the entire life of their appliance. One success factor is, among other things, the worldwide availability of service information with high data quality in terms of completeness, accuracy and currentness. This service information is to be made available via smart tools in order to simplify and, above all, speed up necessary repairs. For this reason, the world-famous company Miele & Cie. KG has ordered the engineering service provider ServiceXpert to develop the new web-based Miele service documentation application "Miele Service Documentation".



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Miele publishes spare parts lists for domestic appliances via the Miele Service Documentation and the ordering process is integrated into the B2C shop. The guided search helps end users and service technicians alike to quickly find the relevant information. Miele expects several million search queries a year via the Miele Service Documentation, which requires good system performance. ServiceXpert engineers have been contributing the know-how and in-depth experience required for the development, operation and provision of such after-sales portal applications to Miele applications for over 20 years, in order to provide users at Miele with optimal tools.

In the guided search, additional search terms can be added to primary search terms such as unit types, e.g. error codes, spare part numbers or function group names. The most important search terms are completed automatically. According to estimates based on assumed search workflows, this procedure will halve the search time in some use cases compared to the Miele Service Applications currently in use. However, since the best functions are only perceived as adding value with correspondingly sufficient system performance, clear performance targets were defined during the development of the main functions such as the guided search.

Another focus was the development of a start page to each unit type: the dashboard. Over 80 percent of the service information used is only one click away from the dashboard, a clear prioritisation of the content enables a clear and user-friendly presentation.

The Miele Service Documentation is operated on a central server and accessed via a browser. An offline version was developed for use on the mobile devices of Miele service technicians. This offline version is distributed via the Internet. The service information is stored centrally in several databases and updated data is imported daily via a publication interface.

ServiceXpert was ordered to develop this innovative integrated service tool to replace existing Miele Service Applications that had been in use for up to fifteen years. The challenge was to provide the increasing amount of data and the ever-increasing complexity of the products in a user-friendly application that is characterised by intuitive operation and a high degree of efficiency, while serving the target group of end customers as well as contact centres and internal and external service technicians. To achieve this, the engineers at ServiceXpert implemented a comprehensive role concept for the Miele Service Documentation. Access to the service data and the range of functions can be controlled via different roles.

User experience was the focus of the Miele Service Documentation. The development was preceded by a comprehensive design phase accompanied by user experience workshops lasting several days. In this process, the concept for a new user interface and the associated functions were agreed in detail in close cooperation with contact centre agents, service technicians, user experience specialists and application experts from Miele as well as the software engineers from ServiceXpert. A central result of the user experience workshops was to integrate all service documentation information into one application – previously there were three. The user interface subsequently implemented by the after-sales system professionals at ServiceXpert is characterised by optimised user-friendliness. The usage of the new application will save many clicks and therefore a lot of time thanks to the improved process orientation and prioritised presentation of information.

The existing databases and publication processes continue to be used for this purpose.

The development of the Miele Service Documentation was predominantly carried out using the agile software development method, which helped to get the Miele Service Documentation up and running on schedule. Miele's application experts and selected service employees were involved in the project's progress from the beginning of the development work by ServiceXpert in order to continuously carry out the software tests, incorporate adaptations and, in the end, ensure the optimal implementation of the requirements. The feedback is good and shows: many years of customer cooperation coupled with the know-how and passion of ServiceXpert engineers for user experience applications has once again optimised the after-sales service.

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