

Warranty Management Solution

Manufacturing

According to Warranty Week, In the year 2011, warranty claims payments of U.S. based companies alone have amounted to \$24.7 billion. Manufacturers are thus striving to find ways to cut expenses while protecting customer loyalty. But that can often be a herculean task, given the complexity of warranty processes. Manufacturers have to grapple with claims management, claims appeals, claims audits, parts returns, product quality and charge-backs across numerous suppliers, product engineers, dealers, distributors, and customers, scattered across the globe.

The TCS Siebel Warranty Management Solution provides a single comprehensive framework to integrate and streamline the warranty management lifecycle across the value chain. Built on an Oracle platform, the solution provides industry best practices, accelerators, process models, analytics, and other assets to create robust and efficient warranty management processes. Leading manufacturers can leverage the solution to improve collaboration and visibility in their value chain, ensure better quality products and enhance customer satisfaction.

Overview

Warranties have long served as persuasive and promotional marketing tools. Yet, they also involve numerous complexities. Claims have to be received and processed in a timely manner. Product quality issues need to be quickly diagnosed and resolved. Call centers, dealers, and distributors need to be made aware of quality issues to serve customers effectively. Costs need to be recovered from suppliers.

Across these processes, manufacturers have to identify ways of saving costs, minimizing fraudulent claims, and accurately calculating warranty reserves. Most of the time, disparate systems and manual processes are used to manage different aspects of the warranty lifecycle. This limits collaboration and visibility into relevant warranty data and analytics which are needed to make important decisions.

The TCS Siebel Warranty Management Solution, based on an Oracle platform, provides a consolidated, business driven work-flow based approach to manage warranties. Based on the proprietary Warranty Process Reference Model (WOPR™), the solution integrates end-to-end transactional execution processes with continuous quality improvement initiatives to provide complete visibility into the warranty management lifecycle. The solution also provides pre-built analytical reports that allow more informed decision making. The end result is that manufacturers are able to build stronger and more profitable relationships with their customers, suppliers, and channel partners.

Benefits

Reduce warranty costs

By streamlining warranty management workflows, the TCS solution minimizes warranty process redundancies and inefficiencies. It also automates resource-intensive manual processes such as registration of products in the sales channel, claims processing, claims appeal, parts return, communication of performance data to engineering teams, and supplier cost recovery.

Facilitate effective calculation of warranty reserves

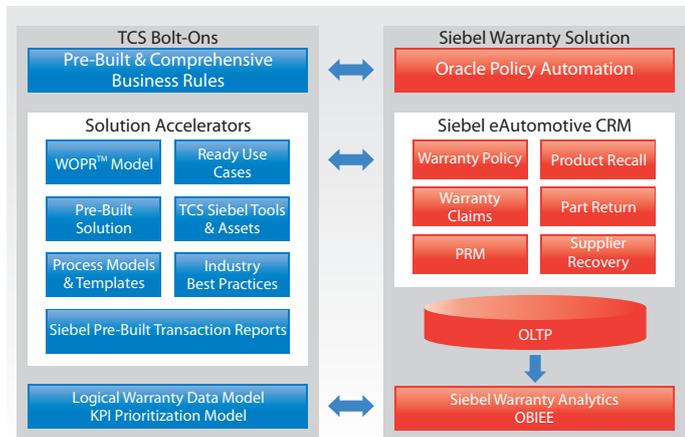
The solution enables the enterprise to derive trends and analytic inferences by providing requisite information which, in turn, is valuable in determining warranty exposure. Predictive analytical models can then be built using this information to accurately calculate warranty reserves.

Accelerate supplier recovery

Through powerful integrated workflows, the solution helps manufacturers trace quality issues back to the right suppliers so that costs can be recovered quickly.

Minimize fraudulent claims

The solution brings together dealers, partners, suppliers, master products, and parts with comprehensive data on each of them. It allows business users to setup rules dynamically based on changing scenarios that will allow to manage fraudulent claims. Therefore, as soon as a claim comes in, the data can be leveraged to analyze if the claim is authentic or fraudulent.



Solution Stack Overview

Improve quality and strengthen customer loyalty

Comprehensive analytics enable manufacturers to proactively detect and resolve quality issues. The data is also communicated to product engineers to ensure that repeat issues do not occur. This commitment to continuous quality improvement strengthens brand trust, and helps create longer and better warranty terms.

The TCS Advantage

Solution accelerators

The TCS Siebel Warranty Management Solution provides numerous accelerators including pre-built transaction reports, process templates, ready-to-use cases and the WOPR™ model. WOPR™ consists of predefined relationships between processes, best practices, and KPIs which enable manufacturers to optimize warranty reserve planning and warranty claims cost control. By leveraging TCS' WOPR™ framework, this solution enhances the base Siebel Warranty product. Some of these enhancements include

- Multiple assets for a single claim, especially useful for recall campaign based claims
- Claims appeal process
- Ready to use OPA rules for standard warranty checks
- Manufacturer initiated 'Parts return' process integrated with shipping and receiving processes
- Pre-built analytical reports on KPI's identified from WOPR™

Integration with Oracle Policy Automation (OPA)

By mapping to OPA, the solution simplifies the management of complex warranty policy rules. So if a warranty rule changes, business users themselves can ensure that the system adapts to the change without any complex programming or configuration.

Accurate definition of key information

The TCS solution offers access to dynamic information collated from across the value chain. This information is critical to improve downstream claims processing and conduct root cause analyses of quality issues.

Dedicated Warranty Center of Excellence

Through our Center of Excellence, we conduct collaborative research, build our domain competency, and continuously improve products, tools, and methodologies so that we can bring quality solutions to market, faster.

End to End warranty process coverage

The TCS WOPR™ model is a validated process model that provides end to end warranty process coverage. The model provides for comprehensive process coverage across claims management, supplier chargeback, parts returns, product development and more.

Contact

To know more about the TCS Siebel Warranty Management Solution, contact manufacturing.solutions@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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