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Case Study

SANDVIK

What matters to Sandvik is empowering employees to better anticipate customer needs

Do what matters

Sandvik, a large global engineering company, provides mining equipment and digital decision-support technologies through its Mining & Rock Solutions division. Sandvik equipment is state-of-the-art, but the real work starts after commission when the machine is in the mine, often in a remote location. It focused on end users in its mission to provide actionable dashboards to employees in the field. Avanade X helped create the new Fleet Analytics application for commercial sales and service employees in just eight weeks to empower them to enhance customer relationships.

Company Name: Sandvik Group

Country: Netherlands

Company Size: 39,000

Industry: Industrial Equipment, Manufacturing

Solution: Avanade X, Microsoft Power BI

Business situation: Bringing data and people together to improve value

To help its customers get the best value from its machines, Sandvik wanted to support flawless operations, starting with maintenance planning and parts supply.

Direct insights for commercial sales and service would save them time and help them strategize what to offer in different use cases and at each phase in the equipment lifecycle. Ultimately, more proactive, timely and efficient service would support frontline employees in delivering better customer experiences.

"We started gathering information about our install base, about 16,000 machines globally operating every day for our customers, in an Excel table. We migrated to Microsoft Power BI, and from there it got momentum," says Roderik Rodermond, global head of pricing and commercial excellence at Sandvik Mining & Rock Solutions.

Sandvik's field service Power BI application had a great impact at launch. When the app hit a plateau in use, the company realized some revenue was at risk. Sandvik sought visual and data-based enhancements that would help:

- Technicians reduce avoidable service calls because equipment would be regularly maintained.

- Salespeople identify when customers needed additional or updated equipment, parts and servicing.

- The company capture additional revenue.

"It was our mission to provide commercial users with actionable dashboards that increase their effectiveness and optimize their workflow in an intuitive way to enhance customer relationships over the equipment lifecycle."

– Chanel van Oijen-Vane
Senior User Experience Designer, Avanade

Solution: Evolving design and data to help employees better serve customers

Information in dashboards didn't connect to the day-to-day needs of commercial and service field users to support the customers. "Asking frequent users for their feedback to inform the future design unlocked a lot of energy," says Rodermond. "Avanade focused on the experience of the tool and put the user first, and with that redesign it greatly improved the adoption rate."

Avanade X offered an opportunity to reimagine the field sales app to enhance new experiences. In a focus on commercial sales and service, we conducted use interviews to understand the pain points and needs per user persona, then validated our findings in workshops. With Sandvik, we designed a solution that:

- Redefines app user personas to drive data-based recommendations for satisfying customers. For example, a service technician can ensure the right parts for a job are on the truck based on machine-specific data such as hours it has been in use.

- Supports increased sales, such as complementary machinery for customers expanding through tele-operation.

- Gives the management team at-a-glance visibility to field sales and service activity.

- Helps employees in the field do their jobs better every day.

"The human-centric approach allowed us to acknowledge that there are different product user groups, each one with something that we didn't consider before. And acknowledging the specific needs of each of these personas allowed us to build a solution tailored to specific needs."

– María del Pilar Ramírez Gallo
Fleet Applications Manager, Sandvik Mining & Rock Solutions

"We don't take user experience for granted. It is our differentiator," says Mateusz Skawinski, data and AI director at Avanade. "Anyone can connect technology to a process, but we bring user adoption to that."

Results: Creating people-first innovation

"People on the road don't have time for data-crunching exercises. Now we are providing a tool that is giving them concise insights and opportunities they can discuss with the customers they are visiting," says del Pilar Ramírez Gallo. "They find it easier to get the information they want to conduct their business."

With one or two clicks, they have insights in a ready-to-use way to:

- Drive relevant, timely customer interactions with flags on machinery that needs parts, servicing or replacement based on hours of activity.

- Track parts per job for replenishment on service vehicles, at customer sites and in Sandvik inventory.

- Enhance the value of equipment maintenance licenses/ service agreements.

- Grow product and services sales based on customer operations' information.

"This project has provided us with a roadmap," says del Pilar Ramírez Gallo. "The future for Fleet Analytics is moving toward predictive and eventually prescriptive analytics."

"I see a lot of development going forward. Customers are changing, technology is changing, but the flexibility of the new design is such that we can add functionality much easier than before," says Rodermond. "Design allows us to plug and unplug deep-dive information much easier. And with that, we can answer customer needs or market needs."

About Sandvik

Sandvik is a global, high-tech engineering group providing solutions that enhance productivity, profitability and sustainability for the manufacturing, mining and infrastructure industries. In 2022, the group had approximately 40,000 employees, sales in about 150 countries and revenues of about SEK 112 billion within continuing operations. Our offering covers the entire customer value chain and are based on extensive investments in research and development, customer insights and deep knowledge of industrial processes and digital solutions.

Do what matters

North America
Seattle
Phone +1 206 239 5600
America@avanade.com

South America
Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific
Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe
London
Phone +44 0 20 7025 1000
Europe@avanade.com

About Avanade
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