



## **Bobcat Company Strengthening Dealer Relationships**

### **Summary**

Bobcat needed to find a new, effective way to deliver its latest parts, service and maintenance information to its dealers. By deploying Enigma's Parts & Service Information Solution, to integrate maintenance manuals and parts catalogs in a single application, Bobcat has increased spare parts sales, decreased parts misorders and improved dealer productivity.

### **Challenges: Improving Productivity and Profits**

- Increase spare parts sales
- Decrease parts misorders
- Reduce delays (3-6 months) for dealers to receive critical service and maintenance information
- Decrease costs by producing electronic technical and parts information in-house

### **Solution: Integrate Service & Parts Information in a Single Application**

Enigma's [Parts & Service Information Solution](#) based on the [Enigma 3C ® Platform](#) provides Bobcat an in-house environment to produce service and maintenance information including electronic technical manuals, service bulletins and parts catalogs. Information from different systems and format sources is integrated, intelligently linked and delivered to Bobcat's dealer network on CD-ROM and via the Web. All dealer information is dynamically updated.

Dealers quickly identify parts using equipment serial number, model and/or attribute-based filtering.

The Enigma Job Center enables dealers to deliver, to their customers, accurate and itemized quotes for parts and services based on updated pricing, standardized labor rates and parts supersession.

Bobcat dealers are able to load inventory information into Enigma's 3C solution.

Integration with existing order management systems enables replenishment directly from the OEM.

The collaboration functionality enables dealers to bookmark and dynamically modify OEM-supplied product support content with their own best practices. Parts modifications carry over into all relevant service and assembly instructions.

Conversely, the collaboration functionality allows Bobcat to use dealer-supplied feedback for new product development and improved technical support.

**Benefits: Increased Parts Sales, Lower Costs, Stronger Dealer and Customer Relationships**

- Increases spare parts sales through integration of online parts ordering system with product support content
- Reduces parts misorders through advanced parts search capabilities and integrated order management system
- Decreases information preparation costs by utilizing electronic, in-house production and delivery of technical content
- Increases dealer productivity by delivering updated product support content in an electronic, easy-to-use application that reduces the time service technicians spent searching for the right information, giving them more time for actual repairs
- Improves the dealers' customer satisfaction and loyalty by helping them provide accurate diagnostics and work quotes and properly completing the repair the first time.
- Provides mechanism for dealer feedback that can be incorporated into future product design or support information