



Mazda First Service Intranet in Automotive Industry

Summary

Mazda needed to replace thousands of printed repair manual pages with easy-to-use, searchable electronic documentation. The Electronic Service Information intranet, a joint solution from Enigma and IBM, is single, centralized application for technicians to instantly access the latest service manuals and bulletins. Mazda has realized great service bay effectiveness leading to increased customer satisfaction.

Challenges: Move from Paper Manuals to Electronic Documentation

Mazda wanted to provide great customer service by improving the dealer service experience through more a efficient service process and a better fix-time fix rate. In order to accomplish this goal, Mazda needed to replace its printed repair manuals with a central, electronic solution for all of its dealerships.

Solution: Service Intranet for Quick Access to Critical Information

With a joint [Parts & Service Information Solution](#) from Enigma and [IBM Global Services](#), Mazda delivers superior customer service by ensuring that its service personnel in the United States and Canada can accurately identify, diagnose and fix problems, as well as perform warranty and recall service.

Mazda's Electronic Service Information intranet includes workshop manuals, service bulletins, repair instructions and training manuals in one Web-based application.

Mechanics and technicians can quickly and easily search the service information by vehicle identification number, year, model, symptom, category or keyword.

"Enigma and IBM solutions are an important component of our overall customer and dealer support initiatives and we are pleased to see the companies partner to deliver next-generation solutions for our business." - Mike Radulovich and Dennis Delaney, Customer Service and Parts Operations, Mazda North American Operations

Benefits: Increased Service Bay Productivity, First-Time Fix Rates and Customer Service

- Repair technicians now find the information they need 25%-30% faster
- The success rate for first-time repairs has risen 14%
- Increased customer service and brand loyalty and lowered costs
- Compliant with US Environmental Protection Agency regulations

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- [IBM and Enigma Help Mazda Streamline Distribution of Repair Procedures](#)