# Azenta Product Service

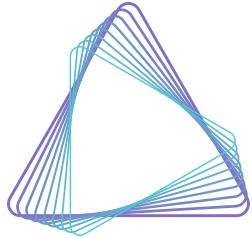**Heather Skaar, Global Product Service Operations Director**

March 7, 2023

# Service Leaders with Over 20 Years of Experience

**HEATHER SKAAR**
Global Service Director

**BRIAN WOOD**
Business Development Manager

**TONY ASHWORTH**
Projects/Solutions, Manager

**JACOB CLEVER**
Director, NA Field Service & Ops

**CHRISTOPHER GLENN**
Director, EU & SEA Field Service

**WAYNE HUGHES**
Service Operations Manager

**GEMMA MCALLISTER**
Technical Support Manager

**HUI WEN**
Technical Support / Sales Manager

# Agenda

**PARTNERS IN SUCCESS** | **AZENTA** LIFE SCIENCES

**01**   Organization Overview

**02**   Service Offerings

**03**   Issue Management

**04**   Service Partners

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LIFE SCIENCES
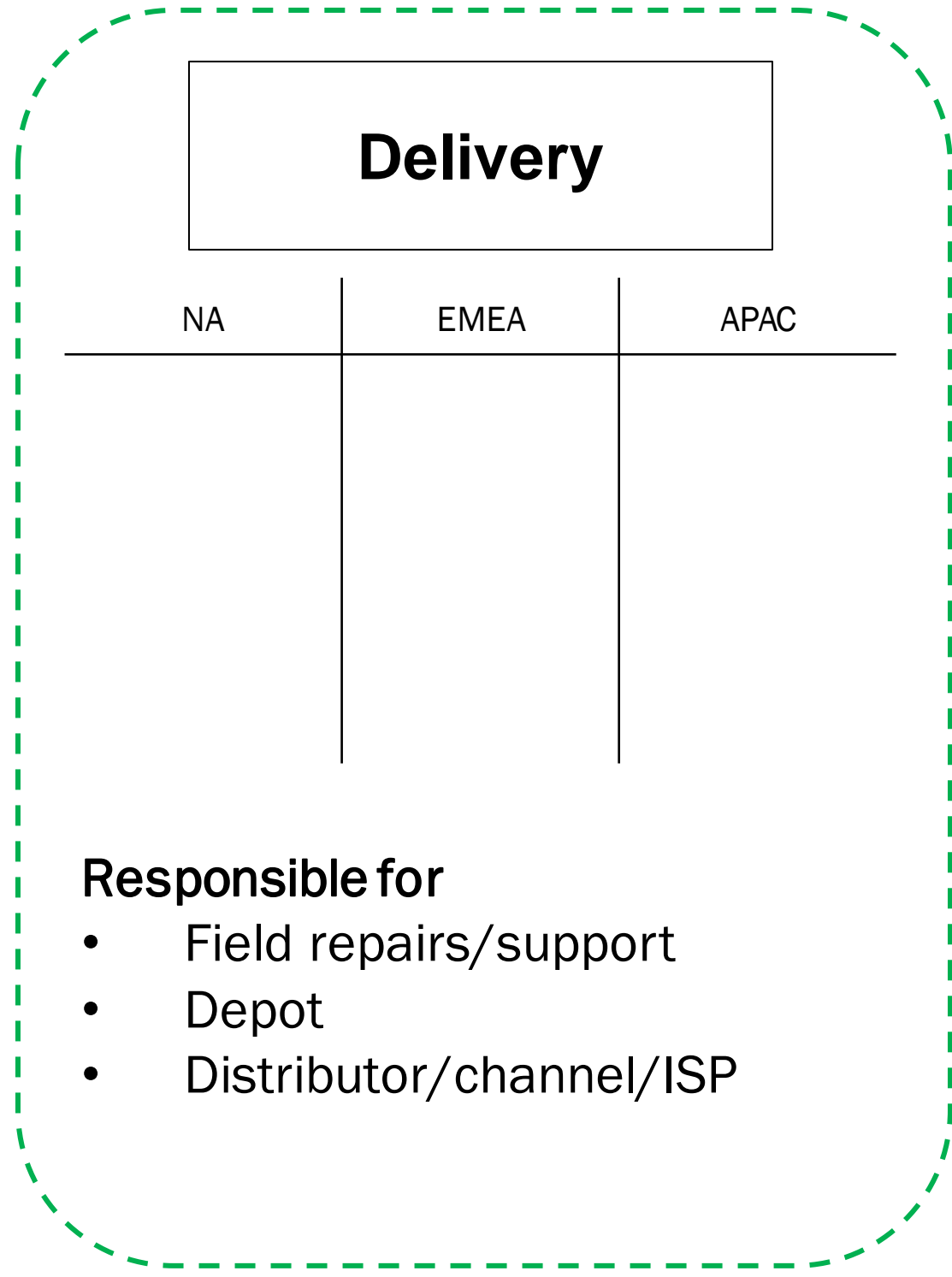
# ORGANIZATIONAL OVERVIEW

01

# Service Structure: Who You Can Reach Out to Depending on the Support Need at Hand

**Service Director**

## Delivery

| NA | EMEA | APAC |
|---|---|---|

**Responsible for**
- Field repairs/support
- Depot
- Distributor/channel/ISP

## Service Operations

FieldService.Operations@Azenta.com

**Responsible for**
- Business process
- Contract Management
- Quoting & Rev Support
- Reporting
- Planning
- Service Spares Management

## Tech Support & Training

Service.Products@Azenta.com

**Responsible for**
- Problem resolution/escalation
- Training/knowledge/content
- Support NPD/lifecycle mgmt.

## Projects & Solutions

**Responsible for**
- Lifecycle management solutions
- Customized Customer Upgrades

## Svc PLM / Biz Development

**Responsible for**
- Service Roadmap
- NPD/lifecycle management
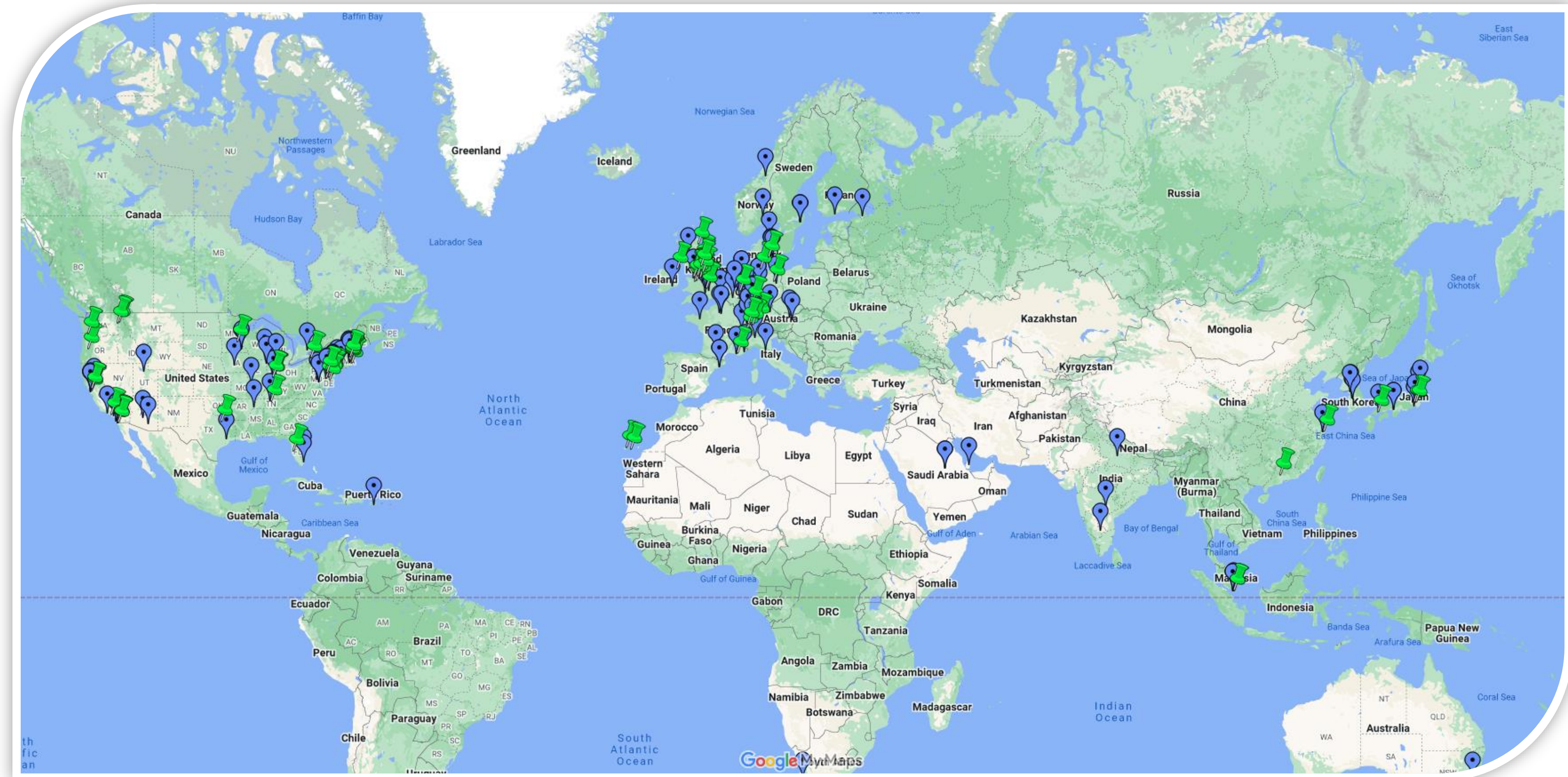- Marketing & Sales Training
- Web/customer facing content

*Regional*

*Global*

# Strategically Positioned Team to Support Customer Base

## 86 Multi-skilled Global Resources

| Skill Profile | | | |
|---|---|---|---|
| Stores | B3C | C&I | HVAC |
| 44 | 18 | 20 | 7 |

- Field team cross-trained on products within their local area

- Centralized Service Operations, Technical Support & Training, and Projects/Solutions team



Support Team Location

Customer Location

# SERVICE OFFERINGS

02

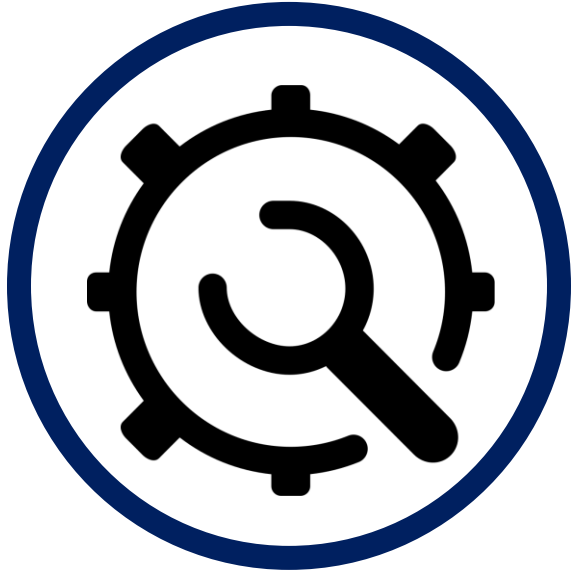# Service & Support to Meet Customer Needs

## Service & Support

**Strong Global Reach**

68 field service engineers, located across 12 countries

**Expertise & Experience**

Average industry experience of >20 years
More than 70 technical staff worldwide

**Customized Production Solutions**

Throughput/Upgrades
OEM Lifecycle
Engineer-on-site
System Health Checks
Workflow Optimization
Validation Services

**Training & Spares Packages**

Enables Customers
Supports Up-Time and Availability Requirements
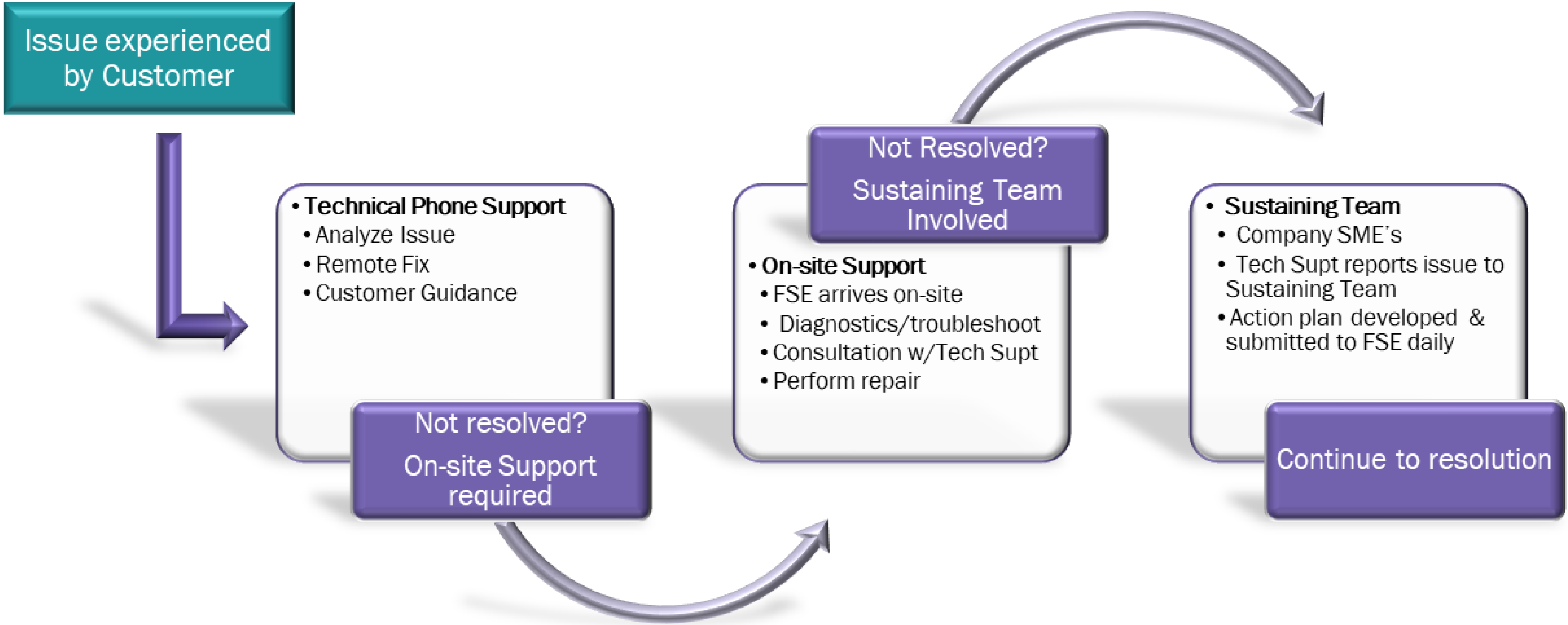
**Contracts**

Security regarding products purchased

https://www.azenta.com/product-support-plans

# ISSUE MANAGEMENT

03

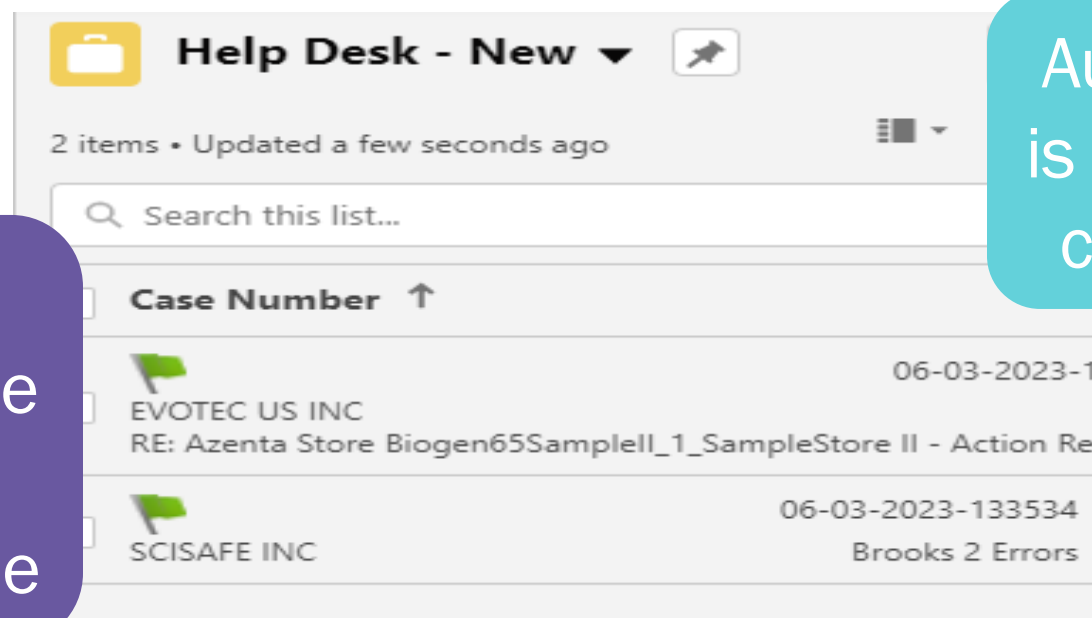# Structured Support Process for Customer Issues

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Global email address: Service.Products@Azenta.com

Regional phone numbers:

| Service North America | Service Europe | Service Japan |
| --- | --- | --- |
| +1 800 379 7221 | +41 31 770 7373<br>+44 161 777 2107 | +81-45-477-5570 (ext. 24) |

Issue experienced by Customer

**• Technical Phone Support**
  • Analyze Issue
  • Remote Fix
  • Customer Guidance

Not resolved?
On-site Support required

Not Resolved?
Sustaining Team Involved

**• On-site Support**
  • FSE arrives on-site
  • Diagnostics/troubleshoot
  • Consultation w/Tech Supt
  • Perform repair

**• Sustaining Team**
  • Company SME's
  • Tech Supt reports issue to Sustaining Team
  • Action plan developed & submitted to FSE daily

Continue to resolution

24-72 hrs

# SFDC Case Management



New case comes into the Technical Support queue

Auto response is sent with the case number

Response from TSE with confirmation of problem statement & recommended next steps (4 hr response time)

Case is picked up by a TSE who completes triage

TSE manages communication, parts order, and FSE dispatch from case
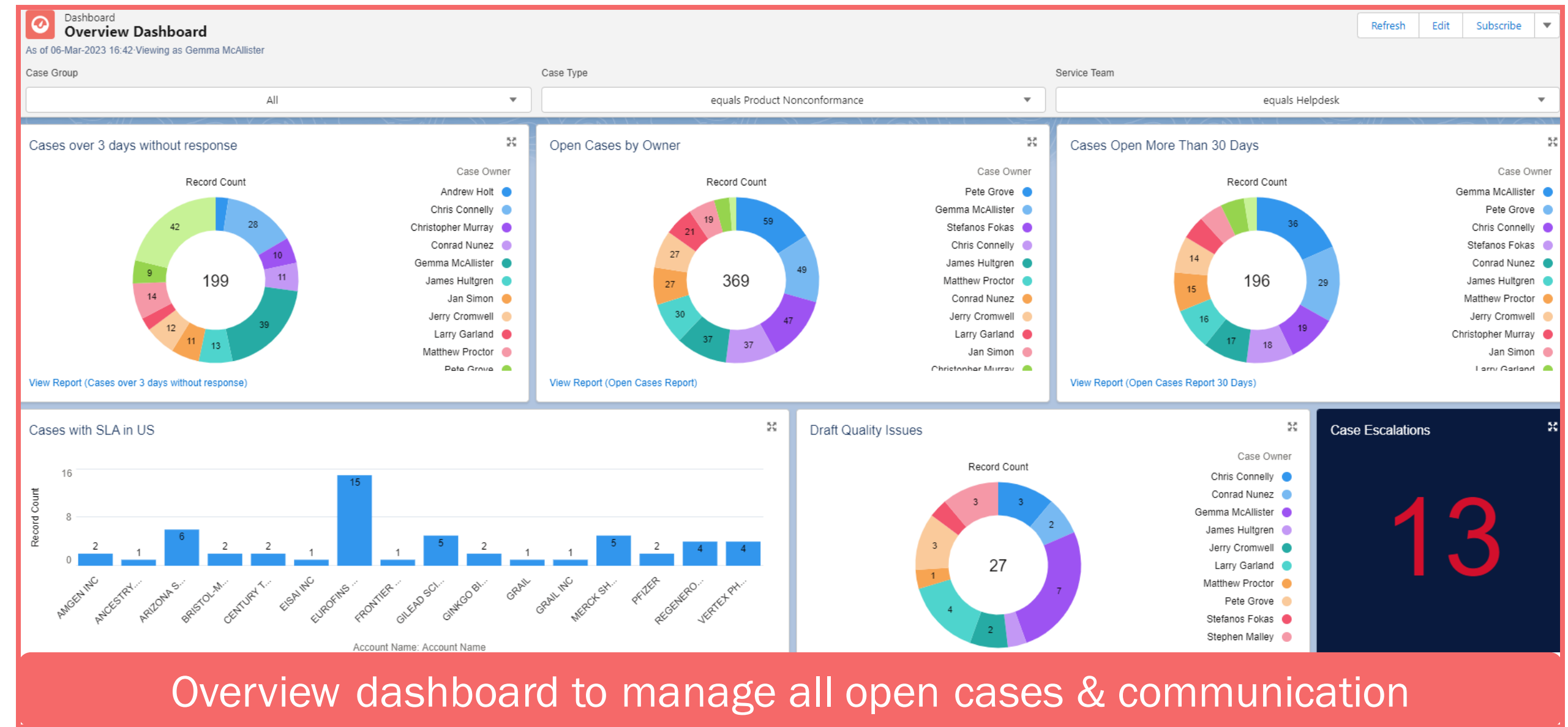
Overview dashboard to manage all open cases & communication
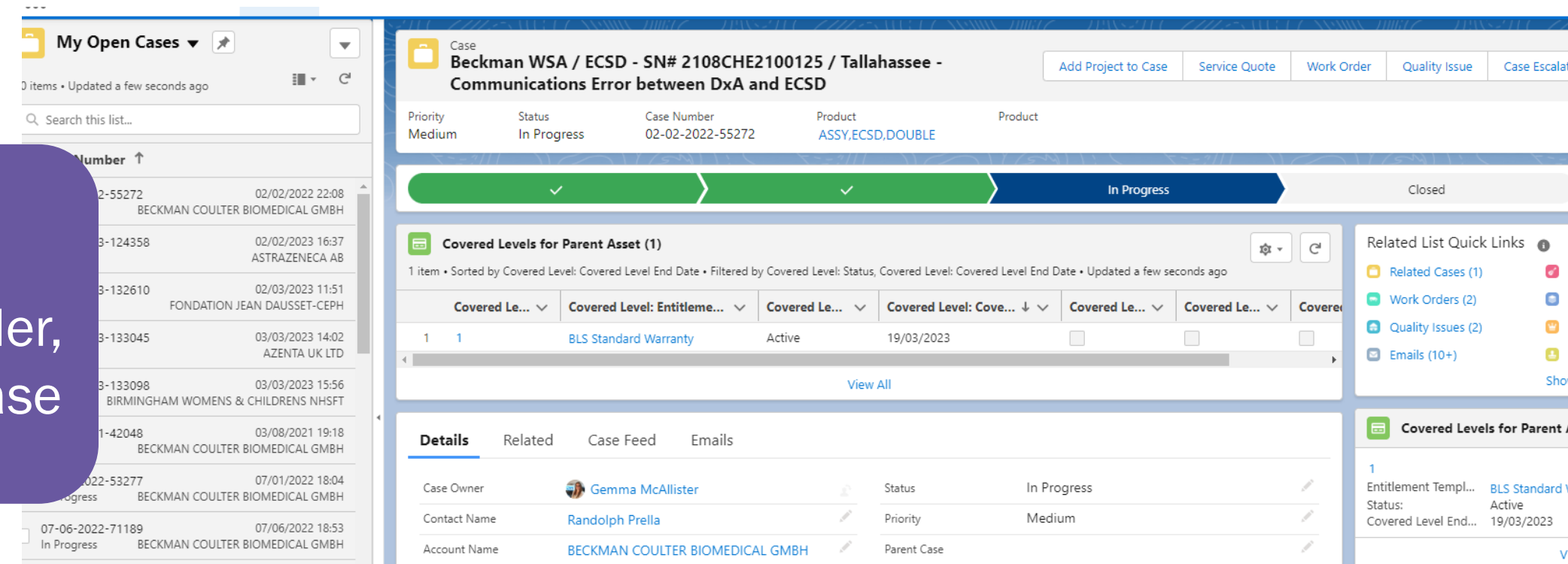
# Customer Focused Support Infrastructure

CSE (or FSE) – **Customer Support Engineer**
- Field Based – Generalist & Dedicated
- Install, Validation, PM, Repair

FSS – **Field Service Specialist / Product Field Lead**
- Specialized by Technology Platform
- Field Based
- NPI Install, Complex Repair , Escalation

L3 – **Product Support Specialist**
Manufacturing Site Based
- NPI – New Product Service Readiness
- Service Training
- Service Documentation
- Validation Protocol

- Service Engineering / Project & Solutions Team
- Depot
- Business Unit (Engineering, SC, PM, etc)
- Operations



Customer Base

- Service Leadership
- Service Operations
- Sales
- Applications

# SERVICE PARTNERS

04

# Azenta Accredited Service Partner



## Currently in-development:

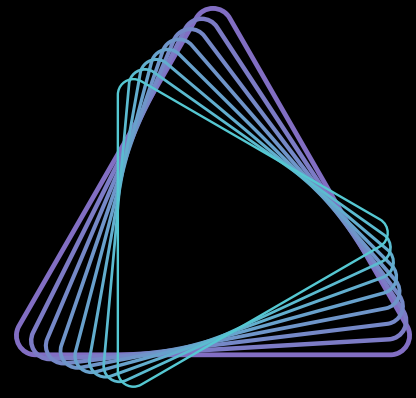| Process Towards Certification Will Include: |
| --- |
| Technical Competency Review |
| Quality Systems |
| Customer Issue Management Process |
| Inventory Management |

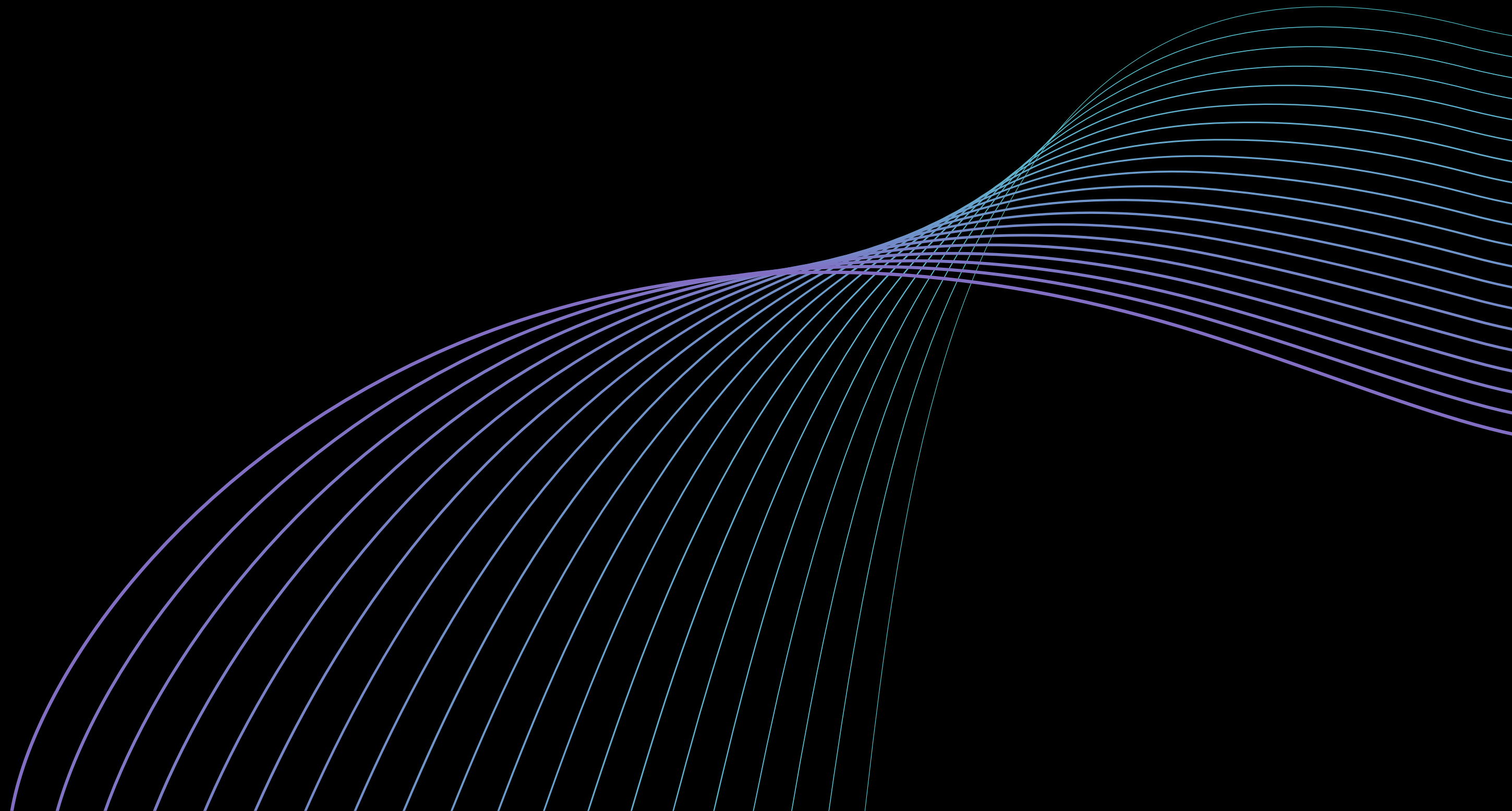**Interested in learning your capability & how you can compliment our team**

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LIFE SCIENCES

PARTNERS
IN SUCCESS

Thank you!

# Asset Libraries

Access the photo and icon libraries

Photography_Library

Company Icon Library