



"Service Management provides us the solution to capture customer issues immediately, allowing us to react quickly."

—JOHN KASINSKI, VICE PRESIDENT, VIKING YACHT

ABOUT THE COMPANY.

Viking Yacht Company manufactures luxury yachts from 45 to 74 feet long.

Founded in 1964 in New Jersey by brothers Bill and Bob Healey, Viking

Yacht remains a family-owned

business. In addition to running a 550,000 square foot manufacturing

facility, Viking also imports cruising and motor yachts from England and

Italy and operates a full-service repair facility in South Florida. Viking

manages subsidiary operations that include fabrication of fishing towers,

installation of electronic components, and operation of a 250-slip full-service

marina and a wholesale financing organization. Viking competes in global

markets via dealerships located worldwide. To learn more, visit

www.vikingyachts.com.

VIKING YACHT EXCEEDS SERVICE EXPECTATIONS

SETTING THE STRATEGY.

Known industry-wide for the high quality fishing yachts they manufacture and their overall yacht ownership experience, Viking needed to ensure they had a service management solution in place that could help improve service delivery and support their continuous improvement efforts. They needed a way to automate data capture of warranty and service costs associated with each yacht, yacht model, and customer. They wanted to improve visibility issues in coordinating and sharing information across multi-location service centers and resolve issues linked to limited availability of product data among engineers working in the field. Viking also wanted to find a mechanism to better enter and track warranty, material, and labor expenses for billable service.

GETTING BUSINESS SPECIFIC.

Infor™ Service Management has a proven track record for helping companies manage all aspects of a service management business. It improves efficiencies by allowing a smooth flow of information between departments, eliminating bottlenecks in the service operation and providing for the cost-effective use of resources. The Infor Service Management solution also provides capabilities for financials, purchasing, inventory control, costing and service performance reporting. Total visibility enables managers to analyze key performance indicators and service operation metrics throughout the organization.

SEEING RESULTS.

With Infor Service Management, the Viking customer service team is able to track incidents phoned in by customers or dealers. Using the multi-site incident tracking capability, customer service managers can take a call in their New Jersey facility and instantly direct that customer to the Florida service center if that location is more accessible.

"Service Management provides us the solution to capture customer issues immediately, allowing us to react quickly," says John Kasinski, vice president, Viking Yacht. "This same data gives us the information necessary to be proactive with other customers with similar yacht configurations. We then manage the resources used to resolve field issues and incorporate changes back to the manufacturing process to eliminate reoccurrences in new products. All of the data is obtained via online transaction processing and integrates fluidly with our overall business operating system."

Viking can also capture warranty data from parts that fail in the field. This information is valuable to boat designers because it helps them identify opportunities for design improvements that can significantly reduce or eliminate future failures in the field, lowering the warranty and services costs of the product and improving the customer experience.

Accounting uses the multi-tiered Service Request Order (SRO) structure to capture both warranty and billable material and labor charges under that same work order while using the operation and work codes to ensure the expenses are captured correctly in the general ledger.

On the dock, service technicians use radio frequency (RF) bar coding technology to capture material and labor expenses while performing the service. This improves billing accuracy and reduces data entry time for faster invoicing.

Accounting uses this information along with the operation and work code to present valuable data to Engineering regarding the frequency and costs of part failures.

The "reason/resolution" information provided by the solution has allowed Viking to build a knowledge base for repetitive issues which enables the company to better service their customers.

Also, the accumulated data gives Viking the ability to be proactive in correcting an issue before it becomes a customer problem.

"Viking has made its mark by producing the highest quality luxury fishing yacht and yacht ownership experience available today," says Penny Dille, service administrator, Viking Yacht. "Service Management acts as a delivery mechanism for our services. It makes it easy for our customers to do business with us."

THERE IS A BETTER WAY.

At Infor, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit www.infor.com.

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Phone: +1 (800) 260 2640

www.infor.com

The Infor logo consists of the word "INFOR" in a bold, sans-serif font. The letters "I", "N", "F", and "O" are black, while the letters "R" and "A" are red. A small trademark symbol (TM) is located to the upper right of the "R".