

# Electrolux invests in operational excellence, further improving service efficiency with IFS



Electrolux has a growing service business providing installation, repair, and service of home appliances across Europe. Recognizing the need to provide the best possible service visit experience for customers as the company expands, Electrolux Europe is transforming its field service operations with IFS to deliver operational excellence at the Moment of Service.

Like many companies, over the last few years Electrolux has shifted towards a business model that places consumer and customer centricity at its very heart. As part of the group's Consumer Centric Transformation project ("ConCent") and CRM, the organization is embedding a new 360° view of consumers and consumer-centric way of working. Kristoffer Brun, Service Operations Product Manager at Electrolux, explains: "When you consider Electrolux' emphasis on customer-centricity, it's clear how big of a role service plays," he says. "We want to ensure the customer experience our service organization reinforces the quality of our brand. To do so, we need to stay close to what customer expectations are and embrace the ways modern technology can help us meet and exceed those expectations."

## Service growth prompts Digital Transformation

In Europe, Electrolux has hundreds of employed technicians, which historically used a mix of tools for debriefing after a visit. "In some countries technicians planned their own routes, and in others their routes were created and assigned by a resource planner. There's been no standard process or any automation for parts planning. We saw the opportunity to automate manual processes, improve parts planning and optimize the scheduling and routing of our technicians", Brun explains.

With the goals of creating greater consistency to ensure customer satisfaction and improving efficiency, Electrolux Europe formed a team that included representatives from each country to evaluate numerous solutions before selecting IFS Field Service Management and IFS Planning and Scheduling

## About Electrolux

Founded in Sweden in 1919, today Electrolux Group is the world's second largest appliance manufacturer, owning leading brands including Electrolux, AEG and Frigidaire. Every year the company sells approximately 60 million household products in over 120 markets.

Headquartered in Stockholm, Electrolux employs 51,000 staff globally. In 2022 Electrolux Group sales were SEK 135 billion.

<https://www.electrolux.co.uk/>





Optimization. IFS was selected based on its optimization and mobile workflow performance, proven implementation process, European presence and strong ranking in Gartner Magic Quadrant.

The company began its deployment of IFS across Europe. “It’s been very important for us to not just offer a new tool and ask our employees to use it, but to create this European template for service success alongside them,” describes Brun. “This began with including stakeholders in the project scope and selection of IFS and it continued with us communicating far in advance to employees what changes were coming and why. We focused very heavily in the pilot on engagement because we know that without engagement there will be no transformation. To achieve engagement, our emphasis has been on creating a user friendly and intuitive solution that guides the processes for the field technicians and the resource planners in a way they find valuable. This meant listening closely to their needs and working alongside them to be sure the new solution meets those needs,” he says.

The first phase implementing IFS in 2021 deployed resource planning processes with Field Service Management (FSM) and Planning and Scheduling Optimization (PSO) capabilities. Parts planners, technicians and back-office staff went live on the system during 2022.

### Electrolux reduces travel with IFS

“Following IFS go-live in Belgium, Electrolux has already begun to see the positive impact”, explains Jelle Coppens, Electrolux Business Process Expert, Field Operations, “We now use the FSM tool for all the activities associated with service repairs at consumers’ houses. This includes optimized appointment booking and spare part planning based upon the appliance and the issue. Service Technicians use the FSM app to efficiently report on their repair and the spares that they used, and FSM allows the back office to manage administration.

### Benefits seen using IFS

- Multi-site, multi-country information held in a single system
- Increased planned visits
- Reduction in average travel per job
- Reduced admin time for back office
- Ability to focus on exceptions thanks to automated scheduling

“In PSO we use the optimizer for Resource Planning, effectively automating the assignment of tasks to the most efficient appointment slot. Planners can now focus now on exception handling, using direct feedback from FSM on the progress of each individual technician to fill any gaps or re-assign work, further maximizing efficiency,” he says.

### Attracting new staff

Another benefit of modernizing service operations is the perception it creates for prospective talent. Facing strong competition to attract, recruit, and retain employees across functions, Brun recognizes that an investment in leading-edge technology can be a competitive differentiator for hiring. “We need to consider how we will attract the next generation of field technicians. Demonstrating investment in market-leading digital technology shows them we are committed to helping them be successful”, he says.

### Implementing IFS

In terms of advice for others considering implementing IFS, Brun offers some pointers. “It’s important that you engage key users across the organization early to gain buy-in and secure adoption. Transformation programs demand a lot of change, and its vital that users have early visibility of your goals, and crucially, can feedback during design, simulation, and testing.

“In terms of minimizing risks, consider if a phased go-live approach would be possible. The learnings from that first user cohort will be useful; it also eases the business transformation and gives more time for training and building the transformation momentum,” he observes.

### Moment of Service™

Brun is clear about the vision how the service transformation will impact the company’s Moment of Service. “When a customer books an appointment with us, it should be effortless, with clear notifications leading up to the visit. When our technician arrives, the consumer should expect a first time-fix: the technician will have access to a wealth of technical and diagnostic knowledge and tools, including on-van availability for the most likely spare parts required,” he says.



### Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

