



SUCCESS STORY

tibbr social collaboration platform kicks customer service into high gear at Scania Group

Collaboration powered by tibbr accelerates employee on-boarding and improves customer assistance

Overview

Scania is a global organization known for building trusted and reliable trucks and buses. Operating in more than 100 countries, with more than 37K employees Scania is also recognized as one of the world's largest industrial vehicle and equipment manufacturers. As an employer, the company fosters diversity, openness and encourages a fluid sharing of ideas and skills throughout the organization.

A central part of the Scania success story is maintaining a high degree of customer services for more than 1500 dealers worldwide. The service organization, including dealer and parts distribution networks, fleet management services, roadside service assistance and maintenance programs is Scania largest growing and highest revenue producing business segment.

Scania is heavily invested in achieving continuous improvements in the areas of knowledge management, sharing ideas and creating a dynamic environment for increased collaboration throughout their global workforce. The company looked at enterprise social network solutions as the most current and modern ways they could, "utilize individuals knowledge, experience, and ambition for higher quality, efficiency, and job satisfaction," said Fredrick Sjöblom, Head of Knowledge Management at Scania.

The knowledge management team working out of Scania's global operations division was tasked with documenting internal use cases and solution responsiveness for an enterprise collaboration solution that would boost output and innovation within their global services organization. The team rounded up leading social collaboration solutions to evaluate how they could support the collaborative environment they envisioned.



Headquarters

Södertälje, Sweden

Size

37K employees worldwide

Industry

Manufacturing

Challenge

- Improve knowledge management and sharing of ideas throughout a global workforce with the development of a dynamic on-line environment
- Better coordinate service assistance teams to provide more service options and higher levels of support to a global dealer network
- Reduce time and cost to on-board service assistance personnel and better prepare new hires to handle a wide variety of scenarios and logistics on a worldwide basis
- Deepen service team expertise in a wide variety of situations and improve response to emergencies

Collaboration powered by tibbr pulls ahead of the pack

The tibbr solution quickly bubbled up to the top of their evaluation list. Solutions that did not offer on-premise deployment options were quickly disqualified by the team. Other solutions lacked the implementation expertise and options to integrate with their business applications. Concerns regarding rights to the information posted in the platform. It was a vital consideration that ownership of any data would belong to Scania, not the vendor. In the end, the tibbr social network platform stood out from the rest of the pack for the ability to deliver an on-premise social enterprise solution that could integrate and display data from Scania's business applications.

Similar to most enterprise deployments the Scania team started with a pilot group of users. They selected the sales organization responsible for maintaining the growth of global dealer sales through a network of more than 1500 Scania dealer locations. The goal was to be better coordinated so they could provide more service options and higher levels of support to their global dealer network. "With tibbr we believe all employees are knowledge workers stimulated to achieve continuous improvements," explained Sjöblom. "Sharing ideas and collaborating in a dynamic environment helps us enhance our skills and continue to develop our leading position in the market."

Next the team looked at the service assistance group that supports truck, coach and engine owners in case of a breakdown. Every year, the Scania Assistance service opens more than 150K cases per year and at any given time there are 400-500 cases open. This service team is responsible for helping Scania owners by guiding service needs to the Scania dealer base and assisting both sides with cross-country payments, emergency assistance, insurance matters, and special needs (live animal transport, etc). The service organization strives to provide exceptional customer service and operates with the knowledge that there are times when this service is a lifeline for truckers traveling through harsh and rough terrains found all over the world.

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On-boarding goes into overdrive with tibbr

On-boarding new personnel to the service assistance team takes significant time, more than a year, to prepare team members to handle a wide variety of scenarios and logistics on a worldwide basis. Scania wanted to cut costs and accelerate training associated with their on-boarding process. By using the tibbr enterprise social platform the service assistance team improved their response to emergencies and team members were able to deepen their expertise in a wide variety of areas and situations. Made available through Agora, Scania's internal social networking site, tibbr connects the service assistance team to the right experts, and accelerates learning by making available a history of solutions that team members can use address their customers' needs.

As Scania moves forward with knowledge management programs and rolling out tibbr, collaborative initiatives are becoming a top agenda item within Scania business lines. For the future tibbr is positioned to provide a "social layer" for many of Scania's online services including; InLine, an employee portal supporting the Scania industrial system and SAIL, (Scania Access Information Line) a web portal for their network of distributors and dealers.

Benefits

- A cross-functional social networking platform that could be deployed on-premise and integrated with Scania's current business applications
- Improved collaboration between the service assistance team and subject matter experts to accelerate learning paths
- New hires get up to speed faster with the availability of a history of solutions that team members can use address customers' needs
- Introduction of a "social layer" to improve real-time information sharing capabilities between Scania's employees and a worldwide network of distributors and dealers

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About tibbr With users in more than 100 countries, tibbr is the social enterprise platform that is revolutionizing the way we work, collaborate, learn and share. tibbr connects people, applications and data in context in an entirely personal way. tibbr brings together what matters – to individuals or groups – to get work done better, faster. It's an open, intensely flexible platform that can be delivered on premise or in the cloud. Learn more at www.tibbr.com.

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