

## CASE STUDY

# Enhancing After-Sales Service and Customer Satisfaction for a Global Packaging Equipment Manufacturer

## Client Profile

A leading manufacturer of automated packaging equipment and integrated packaging solutions serving industries such as food, pharmaceuticals, and consumer goods.



ITHENA's iSERV solution gave us complete visibility into our equipment and after-sales operations. With predictive maintenance and end-to-end e-commerce capability, we've increased uptime, cut costs, and delivered better experiences for our customers.

– Vice President of Service Excellence

## CHALLENGES

The client struggled with:

- Difficulty in remotely tracking equipment and conducting preventive maintenance.
- Lack of a centralized platform for end-customers to submit service requests.
- Ineffective spare parts planning and procurement led to revenue loss.
- Restricted access to order information hindered delivery forecasting.

## SOLUTIONS

ITHENA's Smart Service (iSERV) solution empowered the client by:

1

### Performance Monitoring:

Enabled real-time monitoring of equipment parameters to support performance evaluation and predictive maintenance.

2

### Knowledge Portal with AR/VR Integration:

Delivered access to knowledge resources, including self-help videos, maintenance manuals, and AR/VR-enabled guidance.

3

### Centralized Ticket Management:

Deployed a unified ticket management portal for submitting service requests and queries.

4

### End-to-End E-commerce:

Streamlined ordering of machinery and spare parts with 3D/2D equipment views and a web-based tracking system.

5

### BOM Visualization:

Provided a 360° exploded view for selecting both orderable and non-orderable spare parts, including detailed pricing, specifications, availability, locations, and images.



marketing@ithena.ai



www.ithena.ai



4470 Cox Rd, #275  
Glen Allen, VA 23060, USA

## OPPORTUNITY FOR IMPACT

35%

**Reduction** in service cost

27%

**Improvement** in issue resolution time

21%

**Boost** in machine uptime