

Spare Parts Commerce with AI-Powered Self-Service for a Leading U.S. Bakery Equipment Manufacturer

Client Profile

The largest U.S. bakery equipment manufacturer is focused on enhancing its manufacturing processes through innovation and technology.



ITHENA's iSERV and Aether enabled seamless digital spare parts ordering with AI-powered self-service, conversational support, and real-time ERP integration, **driving revenue growth and customer satisfaction.**

CHALLENGES

The client struggled with:

- Manual and fragmented spare parts ordering processes across phone, email, and distributor channels
- Limited self-service capabilities for customers to identify, select, and purchase the right spare parts
- Revenue leakage due to customers sourcing aftermarket spare parts from third-party suppliers
- High dependency on service teams for troubleshooting, order inquiries, and support requests

SOLUTIONS

ITHENA's **iSERV** and **Aether**, empowered the client with:

End-to-end E-commerce

1

Enabled self-service ordering through interactive 2D/3D equipment views and 360° exploded BOMs for precise spare part selection with real-time availability and pricing

Seamless ERP Integration

2

Integrated enterprise ERP systems to enable real-time visibility of inventory, pricing, ATP/CTP, and logistics, ensuring accurate and efficient spare parts ordering

24/7 AI Chatbot

3

Enabled always-on conversational AI chatbot for spare parts identification, ordering support, troubleshooting, and real-time order status via natural language

Agentic AI for Proactive Ordering

4

Delivered RSPL-based recommendations, proactive alerts, and automated ordering workflows to identify required and replacement spare parts

OPPORTUNITY FOR IMPACT

32%

Increase in spare parts revenue

27%

Boost in customer satisfaction

37%

Reduction in order cycle time