

# Comprehensive process optimisation in the Service area

BMA is further continuing on its course for growth in the North African MENA region.

An integral part of the successful overall concept is the strengthening and further professionalisation of Assistance for customer support and the supply of spare parts. Here, BMA is planning to continuously improve communication with its customers and partners, in order to ensure a smooth flow of information between North Africa and Germany and thus safeguard a high quality of service.

The progress of a company requires not only innovative technical performance, it also needs the continuous improvement of the process flows at the interfaces between the company and trade partners. Just as the different equipment items in a sugar factory are combined to obtain an efficient production process, the continuous flow of communication and information forms an integral part of BMA's business processes.

The Tunis-based office with its local contact partners is supported and coordinated by its counterpart in Braunschweig, Germany – in five languages: Russian, German, French, English and Arabic. This proven cross-border collaboration, based on a dual system of complementary communication, combines close customer contact with maximum technical competence. In this way, staff, customers and partners are so closely linked that possible frictional losses, which could adversely affect customer service, can be avoided at a very early point. The positive customer feedback reflects the resulting added value; customers are increasingly shifting from individual service requests to maintenance packages over several years or even all-round carefree packages.

Experience shows that excellent communication yields outstanding results.

*Isabelle Utermöhlen*

Planning tool  
for coordination  
of the service technicians

