



More service

We create freedom for manufacturers to leverage their product development

Alec Woodger
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Rhenus High Tech





Rhenus High Tech handles the storage, distribution, assembly and installation of medical equipment, robotic devices, leisure equipment, and smart lockers. Effective customer service becomes crucial for manufacturers of technical equipment to maintain long-term relationships with end consumers and businesses. Alec Woodger, Head of Sales & Marketing at Rhenus High Tech UK, emphasises the significance of collaborating with a logistics service provider specialised in technical equipment and outlines the practical steps involved in establishing such a partnership.

Mr. Woodger, what role does logistics play in the technical equipment industry?

Logistics plays a crucial role in the technical equipment industry. It involves managing supply chains, transportation, warehousing, and distribution of equipment as diverse as medical devices, robotic devices, smart lockers, and leisure equipment. Efficient logistics ensures timely delivery, minimises downtime, optimises inventory, and enhances overall customer satisfaction. In essence, logistics is essential for the smooth operation and success of the technical equipment industry.

What are the most common challenges faced in the repair & maintenance of technical equipment, and how does Rhenus High Tech address them?

Technical equipment is often used extensively and subjected to heavy use. Despite meticulous craftsmanship, these products are susceptible to wear and tear, leading to material damage. This presents a challenge for manufacturers: while it's essential to promptly address issues and provide solutions for users, whether in medical facilities, manufacturing plants, or public spaces, the logistics of travel, maintenance, and repairs can be time-consuming.



Our advantage is to have a wide network in Europe and to be able to reach the particular site in a short time.

How does Rhenus High Tech ensure quick turnaround times for repair and maintenance services while maintaining quality standards?

Rhenus High Tech promises both speed and quality in our repair and maintenance services. Through efficient workflows and rigorous quality control measures, we ensure swift turnaround times without compromising on the integrity and reliability of the repairs. Our goal is to get our clients' equipment back up and running as soon as possible while maintaining the highest standards of workmanship.

What are the benefits of proactive maintenance strategies, and how does Rhenus High Tech assist clients in implementing them?

Proactive maintenance helps businesses avoid costly breakdowns, extend equipment lifespan, and optimise performance. Rhenus High Tech assists clients in implementing these maintenance strategies by conducting thorough equipment assessments, developing customised maintenance plans and leveraging predictive analytics to anticipate maintenance needs. This approach minimises disruptions and ensures uninterrupted operations for our clients.



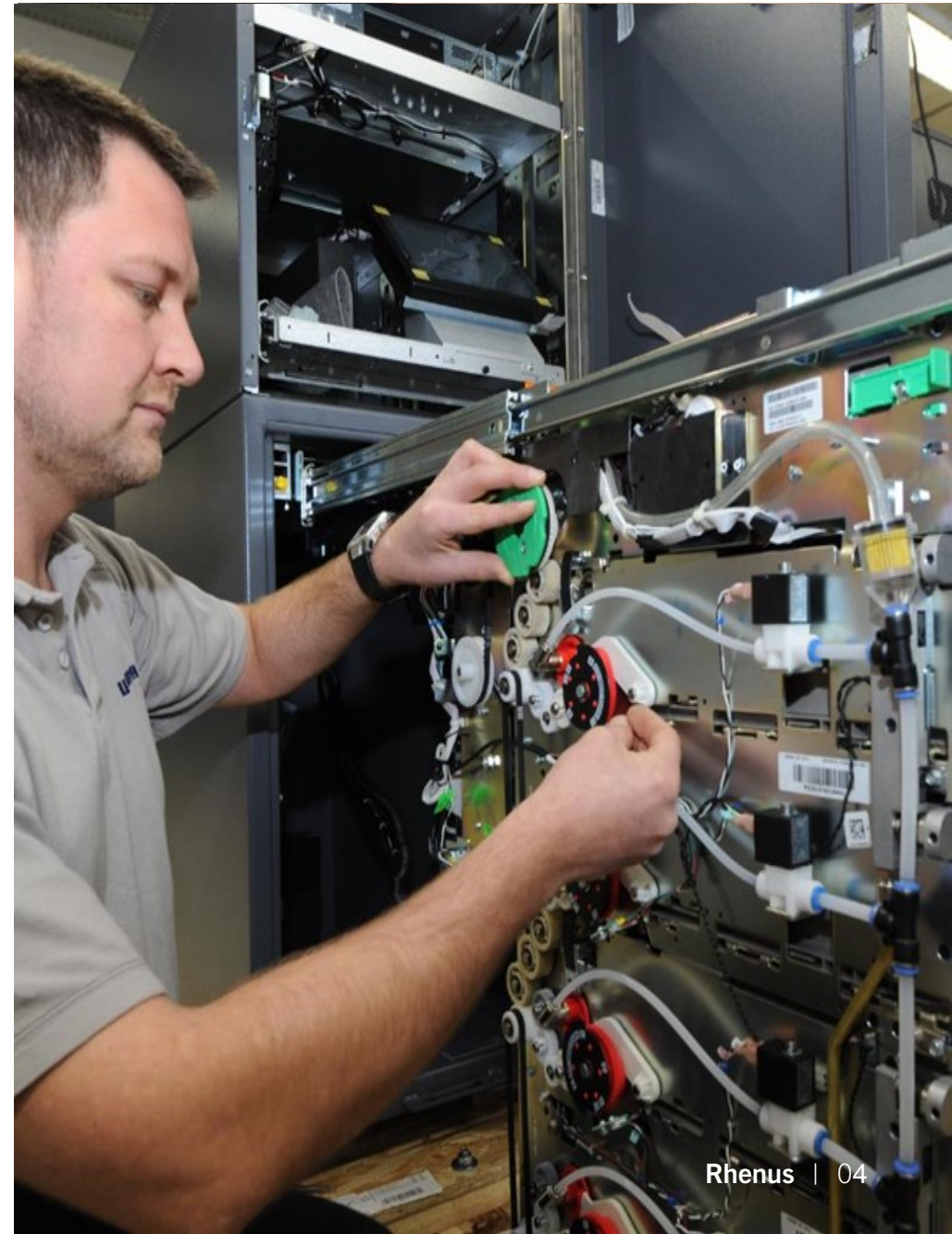
What exactly is it that you can do better than the manufacturers?

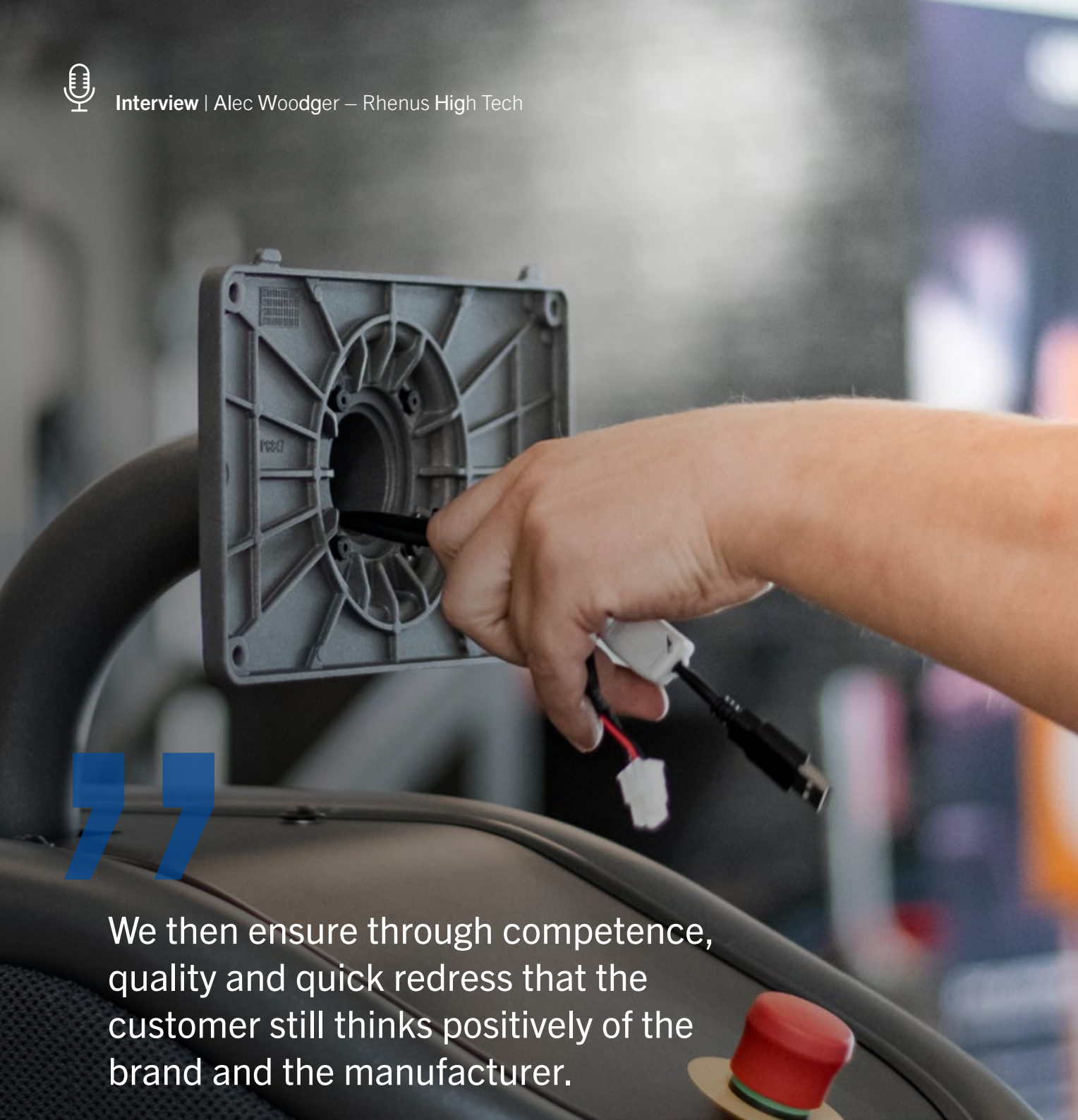
Our advantage lies in our extensive network across Europe, which enables us to reach any site quickly and within a short timeframe. While many manufacturers have strong footholds in specific regions, the need to cover long distances often results in technicians spending more time commuting than attending to customer needs. This logistical challenge either drives up costs for manufacturers or compromises customer satisfaction due to prolonged repair wait times. For instance, some technicians cover distances of up to 100,000 km per year, leading to significant time loss.

Our solution involves providing breathing space for technicians by offering a comprehensive maintenance and repair service module. Additionally, Rhenus takes care of inventory and spare parts management, ensuring that all necessary components are readily available when needed. This alleviates workload, enabling manufacturers to focus on furthering or innovating technical equipment, while we handle the logistics of maintenance, repairs, and parts supply. This integrated approach not only reduces downtime but also improves overall efficiency and customer satisfaction.

Can any company book the new maintenance and repair service?

We made a conscious decision to provide our service as a stand-alone module for technical equipment manufacturers. As a result, manufacturers are not obligated to subscribe to additional services like equipment delivery or installation if they're not required. On the contrary, we prioritise flexibility and scalability, tailoring our approach to suit individual needs. However, it's understood that other services can be added as needed throughout our collaboration.





How does the customer benefit from a logistics partnership for technical equipment?

Irrespective of whether a malfunction occurs in a medical facility, manufacturing plant, or any other location, we ensure a swift inspection and repair as soon as the required spare part arrives at its destination. A malfunctioning piece of equipment can disrupt operations significantly. However, through our expertise, commitment to quality, and rapid response, we ensure that the customer's experience remains positive despite the issue, thereby enhancing loyalty to the brand or manufacturer. Additionally, our ability to minimise disruption to operations ensures that businesses can continue their activities smoothly.



We then ensure through competence, quality and quick redress that the customer still thinks positively of the brand and the manufacturer.

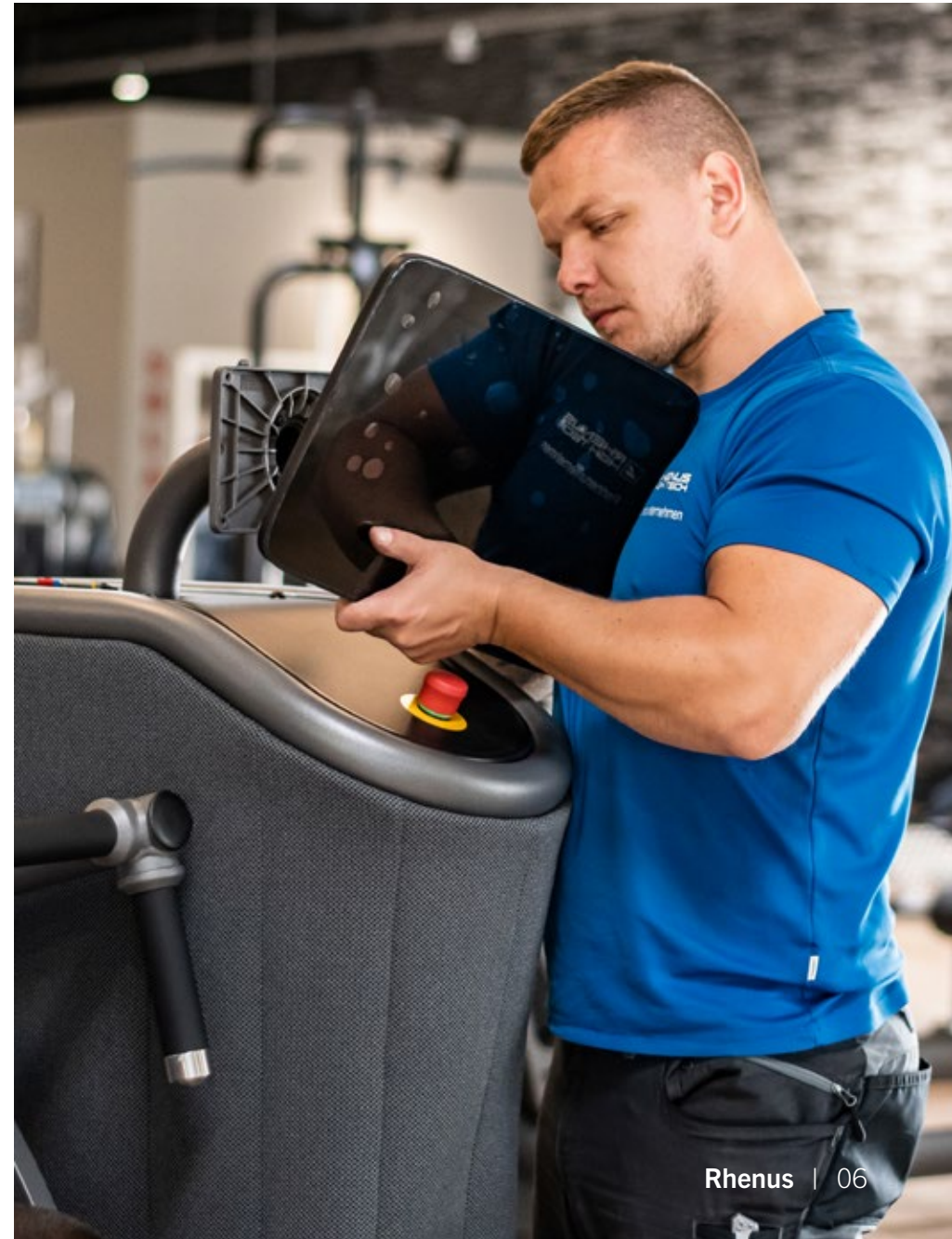


Is there a performance guarantee included in your service?

Certainly, we prioritise being evaluated based on our performance. Collaborating closely with our clients, we establish key performance indicators (KPIs) tailored to their specific needs, such as those that are important to them, such as the net promoter score (NPS) for assessing customer satisfaction. We consistently achieve exceptionally high values compared to competitors within our industry. Additionally, upon request, our clients receive regular reports outlining the performance against these KPIs.

What has been your initial experience with the new offering?

Our product has attracted significant attention in the market, particularly due to its ability to be booked as a stand-alone module. This flexibility allows manufacturers to avoid additional commitments if this is not desired. Currently, we are actively expanding our network to increase flexibility even further.





Looking ahead, what can customers expect from Rhenus High Tech in the coming years?

Looking ahead, our clients can expect Rhenus High Tech to remain committed to carbon-reduced delivery while actively engaging with companies in the technical industry. This ongoing dialogue allows us to identify emerging trends and address pain points at an early stage, enabling us to develop tailored logistics services for both B2B and the B2C sectors. In addition to core services such as delivery and installation, we see additional services playing a progressively crucial role. We welcome the opportunity to realise these services for our clients.



Interview | Alec Woodger – Rhenus High Tech



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<https://www.rhenus.group/uk/en/supply-chain-solutions/high-tech/>