SAS® Branchenforum Industrie

Neue Wettbewerbsvorteile
durch systematische Datenauswertung

19. März 2015, Essen

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BIG DATA ANALYTICS

VON DER FELDDATENANALYSE ZUM QUALITÄTSFRÜHWARNSYSTEM

RAINER KENT VOGT - SAS INSTITUTE GMBH

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QUALITÄT ZÄHLT | DIE KUNDENWAHRNEHMUNG ENTSCHEIDET

Source: AchieveGlobal

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WAS IST WAHRGENOMMENE QUALITÄT?

- **Die Kundenwahrnehmung der Gesamtqualität und Leistung eines Produktes oder Dienstleistung im Bezug auf den gewünschten Verwendungszweck - im Vergleich zu alternativen Produkten.**

- Es ist nicht:
  - Tatsächliche oder objektive Qualität:
    Inwieweit liefert das Produkt herausragende Leistung
  - Produktbezogene Qualität:
    Eigenschaft und Menge der verbauten Komponenten, Funktionen oder Dienstleistungen
  - Fertigungsqualität:
    Übereinstimmung mit der Spezifikation, das “Null Fehler" Ziel

Source: studymarketing.org

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QUALITÄT ZÄHLT | DER MARKT IM WANDEL

- Unternehmen verlieren die Kontrolle über ihre Wahrnehmung in der Öffentlichkeit
  - Pressemittteilungen und Werbung sind nicht mehr die einzige Quelle über die sich Kunden informieren
  - Meinungen werden umfassend und ständig über das Internet verbreitet
  - 84% aller Amerikaner sagen, dass online Kundenrezensionen einen Einfluss auf ihre Kaufentscheidung haben*
- Aufsichtsbehörden und regulatorische Einrichtungen kommunizieren direkt mit Endkunden
  - Die National Highway Transportation Safety Administration (NHTSA), die Consumer Product Safety Commission (CPSC) und andere Organisationen sammeln und analysieren aktiv Kundenbeschwerden und informieren darüber.

*Source: Opinion Research Corporation, 2009

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DER EINFLUSS DER SOZIALEN MEDIEN

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BEISPIEL EIN MEGAFON, NICHT NUR EIN TELEFON

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CIO Network CES 2012 Data Driven Gear Green Tech Human Ingenuity Innc

Social Networking

A Twitterati Calls Out Whirlpool

Parmy Olson, 09.02.09, 06:45 AM EDT

Power blogger Heather Armstrong (a.k.a. Dooce) has stirred up a debate about public rants--but it got her washing machine fixed.

Heather Armstrong had had enough. The mother of two had just spent $1,300 on a brand new Maytag washing machine to replace a rickety old one, only for

several visits to no av

got a wary customer service

Armstrong, a little fed u

words: "Do you know what Twitter is? Because I have over a million followers on Twitter."

Über eine Millionen Followers bei Twitter.

Thus came the first Maytag Tweet from shift-key-loving Armstrong: "So that you may not have to suffer like we have: DO NOT EVER BUY A MAYTAG. I repeat: OUR MAYTAG EXPERIENCE HAS BEEN A NIGHTMARE."

Three minutes later: "Have I mentioned what a nightmare our experience was with Maytag?"

Another three, equally barbed Tweets followed.

Whirlpool repariert am nächsten Tag!

several appliance stores had

itter offering their services. Then

ca weet from @Wh

the nex orning Jeff Pira

(WHR - news - people)

phone, saying he was cal

following day, the fated washi chine was finally working again. Cherry on the cake: @BoschAppliances offered Armstrong a free washing machine, which went to a local shelter.

Ein Wettbewerber bietet eine kostenlose Waschmaschine an.

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DAS INTERNET VERGISST NICHTS!

Nathan's Blog

Wired World Wonderings

X-Box 360 Red Ring of Death

Console gamers like myself are largely insulated from problems that plague PC gamers. Just insert game, press power, and play. No specifications or tweaking to worry about, no drivers to upgrade, no crashing... Here, let me turn on the X-Box 360 and show you. Wait, what?! No, Dead Rising is not supposed to look like colorful HD noise! I'm sure it's a fluke, I'll just reset... Uh oh..... the pretty

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BEISPIEL KUNDENFEEDBACK IN ECHTZEIT

How Social Media is Fueling Automotive R&D

Social media has 'widened the aperature' for automakers to view consumers' insights and product ideas.

By Josh Cable

Sept. 14, 2011

Kia's Michael Sprague: *"With social media, you can have a focus group of a hundred or a thousand people versus 10 or 20" plus, "you can do it almost in real time."*

With social media, "You can have a focus group of a hundred or a thousand people versus 10 or 20" plus, "you can do it almost in real time."

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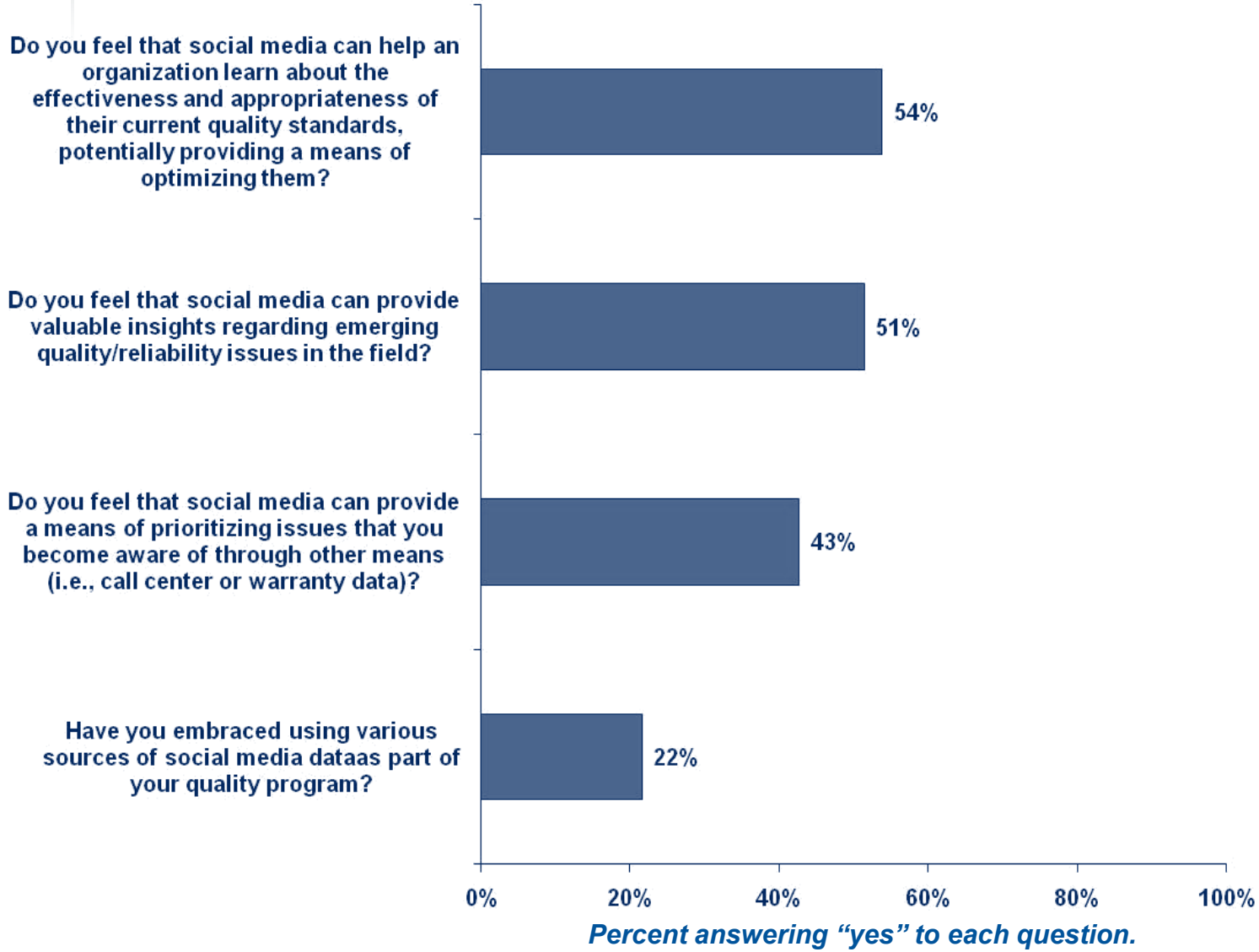
SICHT DES PRODUZENTEN

WIE BEWERTET DIE QUALITÄTSABTEILUNG SOCIAL MEDIA



Source: Industry Week Survey of 422 Manufacturers

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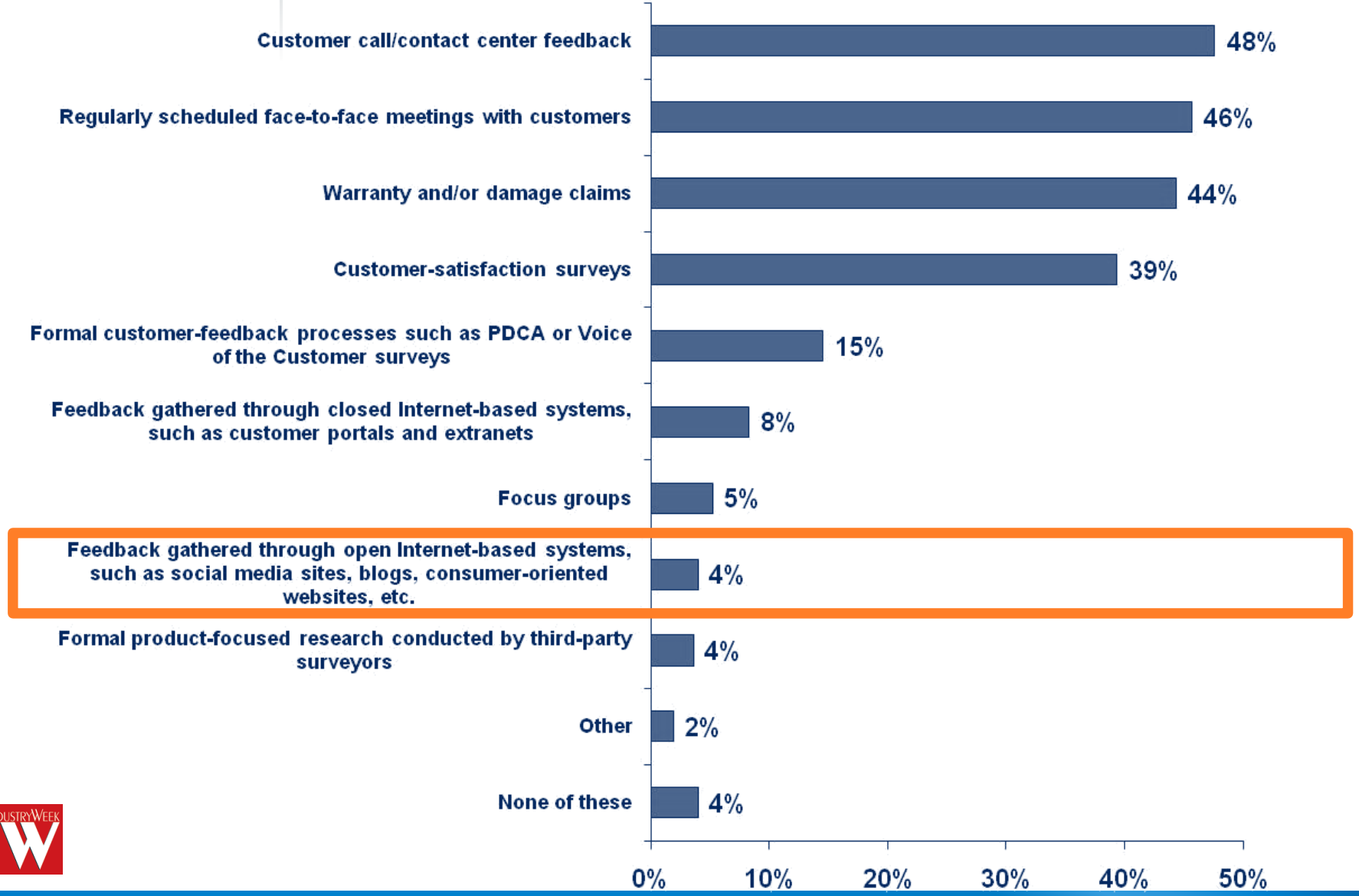
SICHT DES PRODUZENTEN

WIE NUTZT DIE QUALITÄTSABTEILUNG SOCIAL MEDIA



Source: Industry Week Survey of 422 Manufacturers

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DATEN GIBT ES GENUG

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DIE DATEN | SOCIAL MEDIA, REVIEW SITES UND MEHR …

Source: The Conversation: Brian Solis and Jess3

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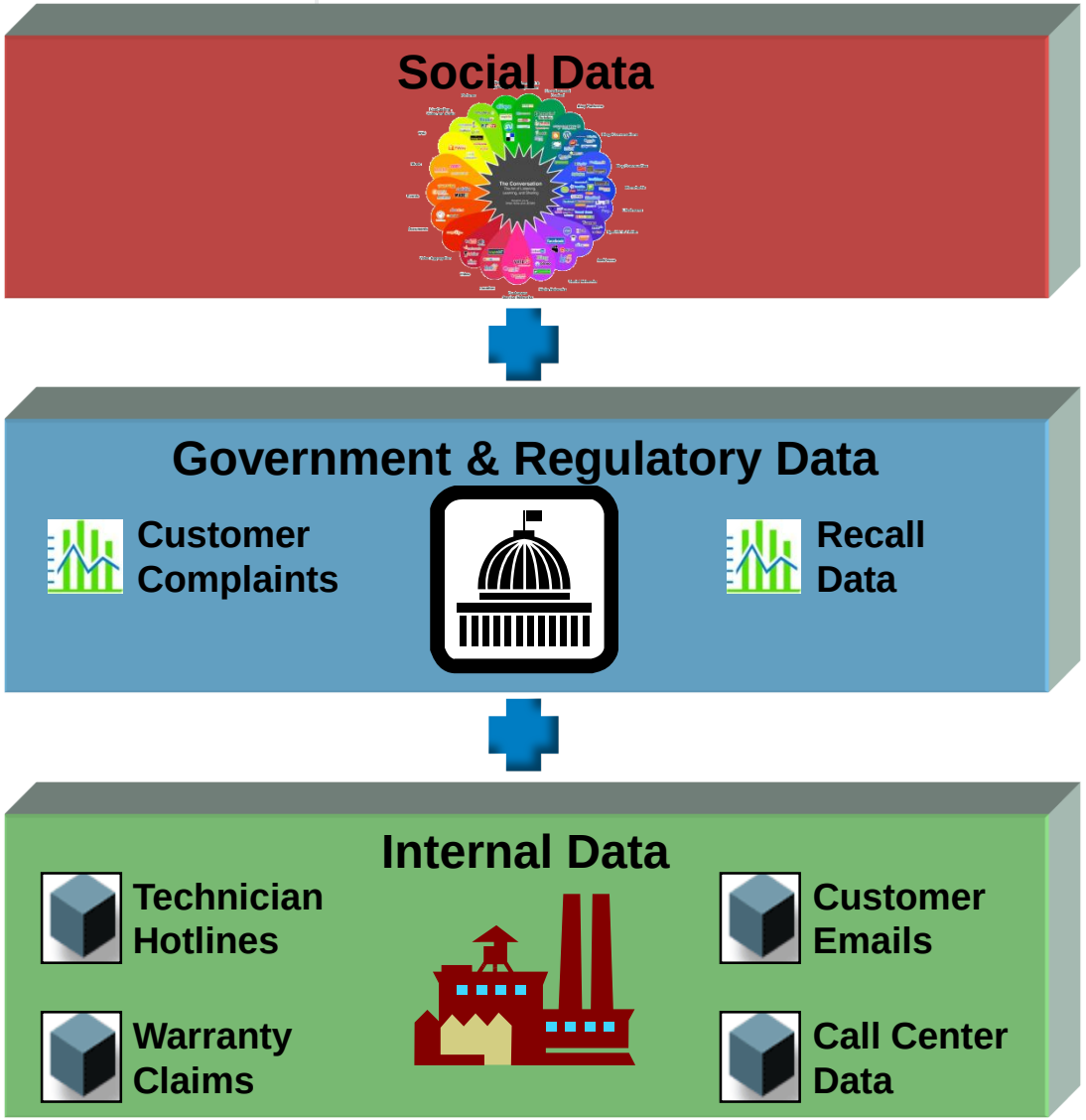
DIE DATEN | BLICK QUER ÜBER ALLE QUELLEN



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LÖSUNGSANSATZ

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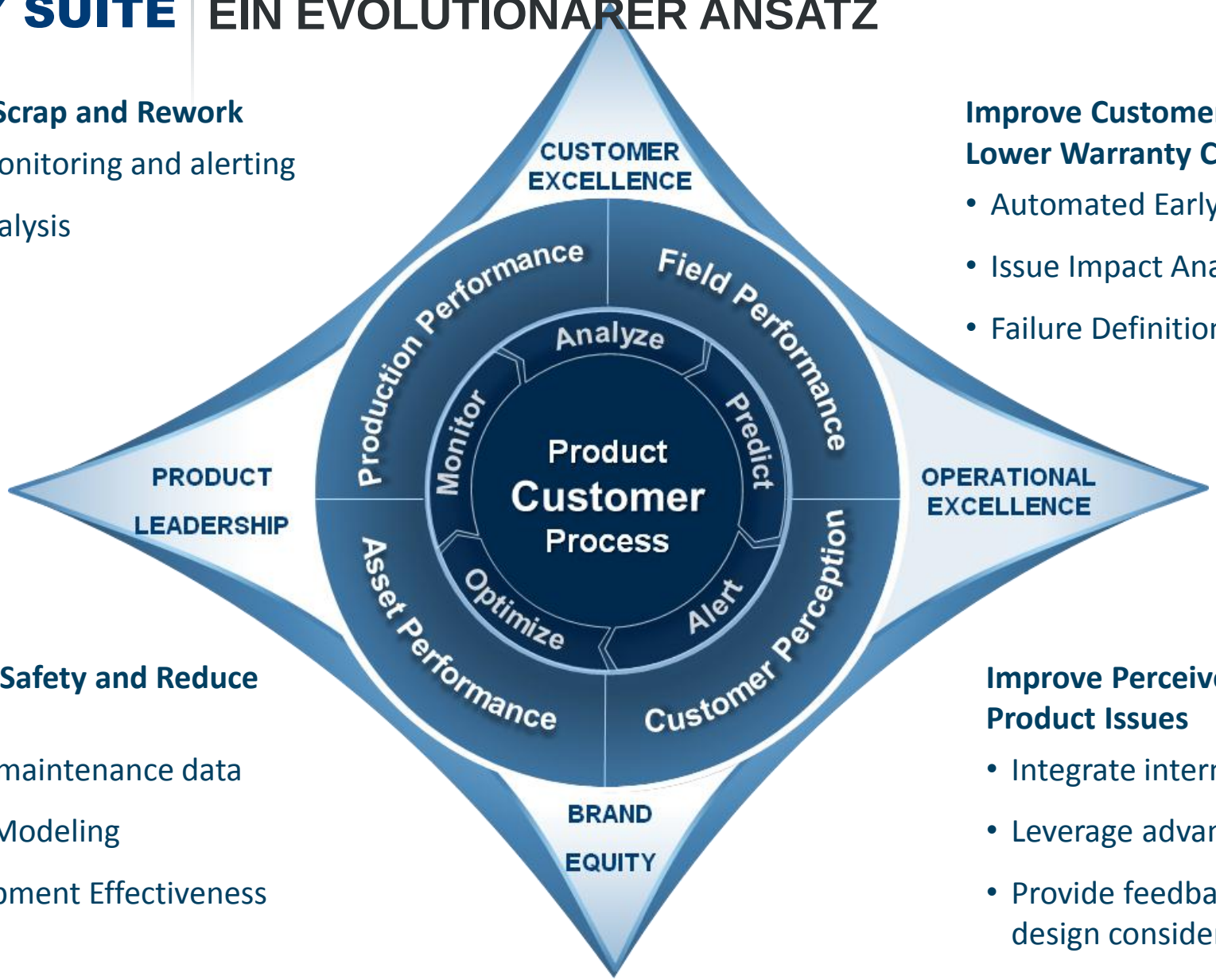
SAS QUALITY SUITE EIN EVOLUTIONÄRER ANSATZ

Improve Yield, Reduce Scrap and Rework

- Automated process monitoring and alerting
- Integrated incident analysis
- Automated reporting



Improve Customer Experience, Safety and Lower Warranty Costs

- Automated Early Warning
- Issue Impact Analysis
- Failure Definition and Root Cause Analysis

Improve Asset Uptime, Safety and Reduce Operational Costs

- Integration of sensor, maintenance data
- Integrated Predictive Modeling
- Optimize Overall Equipment Effectiveness

Improve Perceived Quality , Identify Emerging Product Issues

- Integrate internal and social media data
- Leverage advanced text analytics
- Provide feedback to engineering for future design consideration.

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SAS QUALITY SUITE | EIN EVOLUTIONÄRER ANSATZ

Improve Customer Experience, Safety and Lower Warranty Costs

- Automated Early Warning
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Provide service, maintenance before a breakdown

Volvo's QRAFT analytical solution anticipates its customers' needs

Downtime is a killer for freight and logistics companies, so Volvo has developed an analytical solution to anticipate breakdowns and other incidents and speed up repairs when necessary. Its goal? To provide service and maintenance *before* a breakdown.

Transportation is one of the world's largest industries. By 2016, the industry is expected to generate more than US$3.8 trillion in revenue – a growth of more than 37 percent year-over-year growth for the previous five years. That presents a lot of opportunities – and stiff competition – for truck manufacturers and fleet maintenance providers.

VOLVO

Challenge

- Sharing product and warranty information between the three brands: Volvo, Renault and Mack.
- Anticipating breakdowns and incidents as far upstream as possible, to ensure the maximum availability of the customers' fleets.

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SAS QUALITY SUITE | EIN EVOLUTIONÄRER ANSATZ

Lenovo Early Detection of Pervasive Quality Issues **B2C**

By Lenovo

Entry information on the Web

Lenovo Early Detection (LED) shines a light on product quality issues that erode customer satisfaction and brand loyalty. The Big Data platform is driven by voice of the customer information arriving through a variety of channels, including product review sites, social media, community forums, call center, and chats. Text mining, sentiment analysis and content categorization techniques allow for common complaints from various devices around the world to be aggregated at the component level. This transformed data is run through specially adapted statistical process control models to identify out-of-norm activity and signal a pervasive quality issues. These alerts arrive months before they would be detected via warranty claims trickling through transactional systems. LED is leveraged by products teams, quality engineers, service technicians and customer experience agents in the PC and Tablet business groups, and will soon be extended to support Smart Phones.

LED combines the social conversations Lenovo's customers are having through various channels to specifically address product quality and customer experience. Of immediate benefit, quality engineers can detect pervasive issues long before traditionally discovered. For example, a keyboard issue on a high-volume machine was identified three months before the team otherwise would have know. By addressing the root cause and removing faulty components in the supply chain, nearly 50k repair actions could be avoided. This translates to several million dollars in cost savings, while preserving priceless customer satisfaction points. Of longer term benefit, product design teams have a greater opportunity to improve next generation products that will launch with fewer issues.

Improve Perceived Quality , Identify Emerging Product Issues

- Integrate internal and social media data
- Leverage advanced text analytics
- Provide feedback to engineering for future design consideration.

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PERCEPTUAL QUALITY

ZUSAMMENFASSUNG

- Integrieren Sie Social Media in Ihre Qualitätsstrategie
  - Nutzen Sie externe und interne Datenquellen.
  - Verwenden Sie 3-4 Jahre Historie, um Trends besser zu verstehen und vorherzusagen.
  - Adaptieren Sie off-the-shelf Taxonomien und Themenbäume für Ihren spezifischen Bedarf.
  - Nutzen Sie eine intelligente Sentiment Engine, die mit statistischen Methoden und Business Regeln lernt Ihre Klassifikationen zu optimieren.
- Setzen Sie leistungsfähige Data Mining Werkzeuge ein, um Trends quer über alle Qualitätsdaten vorherzusagen.
- Verteilen Sie die gewonnenen Erkenntnisse in einer für Business User verwendbaren Form.

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PERCEPTUAL QUALITY

MEHRWERTE

- Identifikation von Handlungsfeldern, die für den Endkunden wichtig sind.
- Besseres Verstehen der Marktreaktion auf neue Produkte.
- Sammlung von Wettbewerbsinformationen.
- Vorbereitung eigener Call-Center / Hotlines auf erkannte Problemfelder.
- Identifikation positive Beeinflusser.
- Nutzung von Schlüsselcommunities zur Verstärkung positiver Meinungen über die eigenen Produkte und Dienstleistungen.

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Analytics – konkret und praxisnah

Save the date!

9. Juni 2015
Jahrhunderthalle Bochum

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