One of India's foremost tyre manufacturers and amongst the top 25 manufacturers in the world leverages AI/ML to improve and to digitalise warranty claims processing and boost TAT & customer satisfaction.

SUMMARY

A leading tyre manufacturer in India mandated Ahana System and Solutions to build an efficient, easy-to-use solution for settling warranty claims with lowest possible TAT.

CUSTOMER PROFILE

The client is one of India's leading tyre manufacturers and is ranked among the top 25 worldwide. With 138 selling locations and a 4,000 strong dealer network served by state-of-the-art modern production lines at six plants in India and three plants in Mexico, the company is a market leader with sales of 4 million truck/bus radials across the country.

A SLOW AND BUMPY ROAD

The company launched India's first-ever 'Smart Tyre' technology and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitors the tyre's vital statistics, including pressure and temperature. The company's R& D facilities – Tech Centres are a testament to the organization's commitment to innovation and technology.

It decided to launch its digital platform for warranty claims as manual processing was hampering TAT and customer satisfaction. An analysis of claims processing metrics revealed that claims processing for tyres under warranty were hampering efficient customer service. The company turned to Ahana as one of their technology partners, to bring digital innovation to automate the entire warranty processing.

A provider of complete tyre care solutions to its customers, the company provides tyre replacement services for tyres that have manufacturing defects during the warranty period.

The claims processing begins with the customer lodging a claim about defective tyre(s) at the dealer site where the purchase was made. With the earlier process, these tyres against which complaints had been made were transported to the nearest inspection centres.

Experts at these centres examine the tyre and then gives resolution and provides opinion to accept or reject customer claim. The tedious process meant it took 7-10 days for the dealer to inform the customer if their claims had been approved or rejected. Faulty tyres were replaced at the end of this processing. The tyre which replaced were send to manufacturing or inspection center for further assessment and improvements.

Not surprisingly, dealers were reporting back that the lengthy waiting time was leading to significant customer irritation.

PROVIDING A SMOOTH RIDE

Ahana, an IT services and solutions company that has provided consultancy and support services to more than 100+ clients across various business domains over the last decade, suggested using AI/ML models to automate defect classification.

The company uses SAP ERP (ECC and S4HANA) for all business-related processing. The challenge was to integrate this with AI/ML algorithms from the Tensorflow library. The team at Ahana built APIs using Python and Flask servers for data and images to flow seamlessly across the different systems and display outcomes on an easy-to-use interface using SAP Fiori application on desktops/laptops at dealer sites.

The technical experts then built and trained AI/ML models using Tensorflow Libraries to recognize tyre images uploaded onto the SAP Fiori application at the dealer site and classify defects in a matter of minutes.

A HAPPY END TO THE JOURNEY

The new process, which went live a year ago, enables dealers to inform customers almost instantaneously about reasons the tyres are faulty and whether their claims will be approved or rejected. Staff at dealer sites have observed much higher levels of customer satisfaction and trust because of this.

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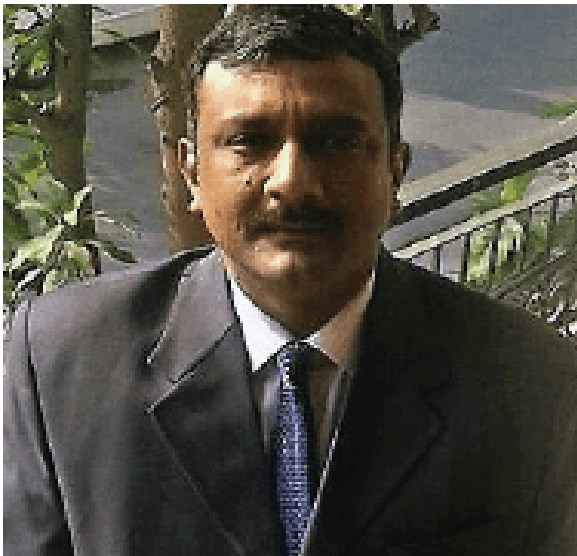
JK tyre is a consumer facing company and we put great emphasis on customer satisfaction. Working with a partner like Ahana that has proven capabilities in AI and ML, we have managed to completely digitize our warranty claims processing system. This has resulted in reduced TAT for our customers and greater customer satisfaction.

Sharad Agrawal

CDIO, JK Tyre

RESULTS

The company has boosted claims processing efficiency and customer trust with SAP Fiori application that integrates Tensorflow based AI/ML models with SAP EEC/S4HANA application to automate tyre defect classification. The solution implemented by Ahana at dealer sites:

Has reduced claims processing times from 7-10 days to within 15 minutes.

Significantly improved TAT resulting in increased customer satisfaction and trust..

Digital initiative brought more efficiency in processing with reduced processing time effectively reducing operation challenges and cost.

Led to cost savings on transportation and reduced experts requirement.

ABOUT AHANA

Ahana, an IT Services and solutions Company, headquartered in Bangalore with a global client portfolio, has provided consultancy and support services for more than 100+ clients from various industries like BFSI, Media, Manufacturing, Energy, Government etc. Ahana's technology and service focus areas are Infrastructure Management, Digital Transformation, Database Support & Analytics, Automation Services, Education Services and Capacity Augmentation with specific focus in areas of Datacenter and Cloud, DevOps, Data Management and BI, SAP and Archibus Consultancy Services, Application Development and Business Solutions. Ahana is valued for quality of service, cost effectiveness and value added services offered to its clients.