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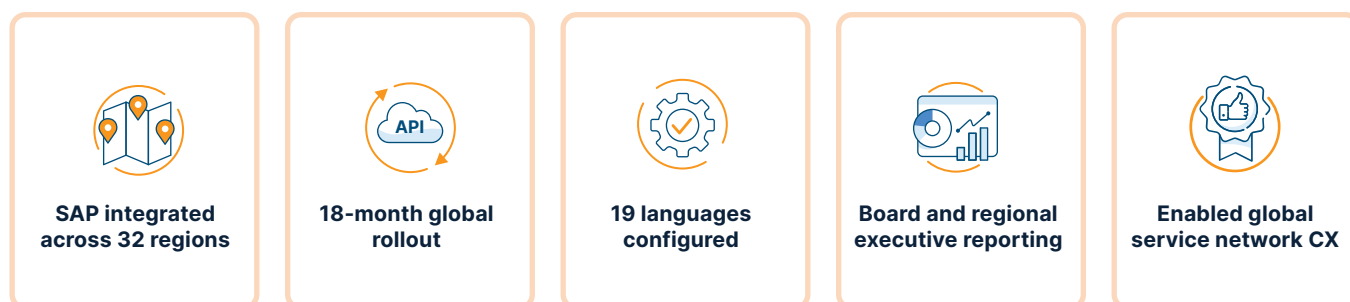
Miele's digital journey to transform customer communication

RADARO



Miele's unwavering commitment to customer satisfaction and continuous enhancement of its service offerings have prompted the adoption of Radaro's advanced delivery management software. This strategic move helps Miele to take the delivery of exceptional customer experiences to the next level and bolster operational efficiency across their global service network.

Key Results with Radaro



Company Overview

Miele, the renowned German family-owned company founded in 1899, is a global leader in premium domestic and professional appliances. Today, Miele's core focus lies in crafting high-quality appliances for both home and professional use. With their motto "Immer besser" (Forever better), Miele is committed to continuously improving products and services, striving for excellence and innovation to surpass competitors. With a presence in nearly 50 countries, Miele blends wholly owned operations with export market representation on a global scale.

Industry

Retail/Service

Employees

23,300

Use Case

Customer Experience,
Business Efficiency
Optimisation

The Miele logo, featuring the word "Miele" in a white, serif font on a dark red background.

01 - Challenge

- Miele wanted to take its digital customer communications to the next level and searched for a partner who could handle their global operations and uphold the high digital service standards that the Miele brand is known for.
- Collecting service performance feedback worldwide in various formats led to differences in workflow processes and made it difficult to measure performance consistently.
- Global service operations used different reporting mechanisms for each region, resulting in region-based discrepancies in performance standards.
- Continuing the success and momentum of implementing a specialized technology platform throughout our global operations.

02 - Solution

- Miele implemented Radaro's integrated service delivery management software across its global service network ensuring that regional languages and communication protocols fit seamlessly into their existing processes, while also providing a unified framework for digital engagement.
- The standardisation of the digital customer experience and feedback process for service days, assisted in capturing data on intraday intervention management and escalations.
- Radaro's integrated deployment provided centralised transparency and visibility across global operations, while its advanced business intelligence (BI) analytics and reporting tools allowed for in-depth analysis and comprehensive reporting capabilities.
- Radaro's integration with SAP and deployment to different regions in just a few weeks were crucial in meeting Miele's global platform standards.

03 - Outcome

- Deployed globally in under 18 months across 32 regions in Europe, North America, and APAC, offering services in 19 languages, Radaro's platform provides a premium service and a customer-focused approach to problem-solving.
- Miele created a single global process for gathering customer feedback and handling issues, while regional teams devised programs to reward and retain top-performing technicians, enhancing Miele's premium global brand with better digital customer experiences.
- Both Miele's board and regional executives review global BI analytics insights to gain a better understanding of and improving customer satisfaction during service days.
- Miele's global team sped up the rollout by encouraging collaboration and sharing insights between regions and as a result engagement and experience improved worldwide.

Testimonials

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“Miele pride themselves on delivering premium quality, and Radaro’s solution reflects that commitment. While it took some time to convince all stakeholders, the consensus was clear: we’re all in.”

– Miele Global

“For our operations, integrating Radaro was surprisingly straightforward, requiring minimal effort to align with existing global platforms.”

– Miele Global

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“Radaro isn’t just software solution; it’s a partner in problem-solving and they’ve become trusted allies, providing both reliability and innovative solutions.”

– Miele Global

“Whilst Radaro had senior executive sponsorship, the success of the rollout was built from bottom-up regional engagement and shared insights between regions.”

– Miele Global

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“Once the product was proven and the SAP integration complete, each regional rollout was a matter of weeks. Speed was a huge part of the success of the implementation.”

– Miele Global





RADARO

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