

# Branson Site Walkdown Provides Expert Insight for Customer

The Customer is a global leader in electronic and lighting products for the Automotive industry. They have production plants in several countries with main locations in Germany, Slovakia, China and Mexico. The Customer is a global strategic account for Branson and have procured several products for plastics joining applications. A majority of Branson equipment at this Customer's facilities is vibration welders for plastics joining.

## Case Study

### Customer Pain Points

- ◇ Outdated information on Branson installed products at their production facility
- ◇ Lack of spare parts at site
- ◇ Operation and maintenance personnel not trained at many locations
- ◇ Frequent product failure at site due to lack of maintenance
- ◇ High production volumes require Branson equipment to be available 24/7 for maximum production throughput

### Branson Solution for Customer

Branson and the Customer selected the Customer's Mexico location as the pilot to carry out a site walkdown to capture the installed base information. Additional walkdowns were then conducted at locations in Germany, Slovakia, and China

**Branson rallied its global resources to provide the customer with the long-term solutions they needed**

### What is a Site Walkdown?

A site walkdown is a visual check and audit of the Branson and non-Branson (where permitted) products. The walk down is a structured data collection method that starts with –

- ◇ Review of the installed environment
- ◇ Noting down the quantity, model, project/serial number, software versions of products and control system
- ◇ Visual inspection of machine operation, identification of alarms or faults
- ◇ Evaluation of the state of moving and wear & tear parts
- ◇ Visual check of consumables such as oil level, lubrication needs, damage to machine or parts
- ◇ Discussion with the customer about the product's status and weld quality to capture any other problems experienced by the user





## What is Done with the Data Collected?

The data collected during the site walkdown is evaluated with the support of product and engineering team. A detailed report is provided to the customer on –

- ◇ A record of Branson installed base
- ◇ Status report of each product and any identified troubles
- ◇ Recommended spare parts list
- ◇ Recommendations on preventive and corrective actions
- ◇ Recommendation on product upgrades, obsolescence, etc.
- ◇ Installed base is uploaded to CRM

## Aftermarket Opportunities Identified

The pilot site walkdown in Mexico showed immediate results:

Issue	Opportunity	Action/Status
Guard sensor, lift table problems in GVX machines and 2 VW machines out of service	Onsite support to rectify issues	Order for 4 weeks of support received
No spare parts at site	Recommended parts list provided	Quotation submitted (partial orders received)
Need for continuous site support	Resident support for 6 months	Order for 6 months of support received
Training for site personnel	Site based and factory based training	Quotation submitted

## Branson and Customer Benefits

Customer	Branson
Installed base information with all details available	Identified 5 obsolete and 5 non-Branson welders, creating future opportunities to upgrade and replace
List of recommended spare parts with price	Parts orders
Resident technician support	Long-term service agreement
Trained personnel	Facilitated remote troubleshooting
Increased trust in Branson products & support	Trusted advisor relationship with customer

## Value to Branson

The site walkdown produced numerous revenue opportunities for Branson –

- ◇ Onsite Support for 4 Weeks
- ◇ Resident Support for 6 Months
- ◇ Spare Parts Orders
- ◇ Onsite & Factory Training
- ◇ Product Upgrades
- ◇ Obsolete/Non-Branson Product Replacement
- ◇ Long-Term Service Agreement