



Trakindo Customer App

Customer App Champion Briefing

Jakarta, 3 October 2019

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Agenda

- Project Overview for Customer App Champion
- Change Network
- Key Changes



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Retail customer pain points



Slow and Effortful

Customers feel that the overall **experience** offered is **slow, ambiguous, inconsistent** and requires high amounts of **effort**



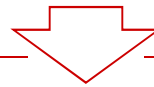
Communication

Customers experience **constant communications issues with salesforce**; including slow responses & inaccurate information



Information

Customers are **unable to gather all the required information** for them to make timely and informed decisions



Customers felt difficulty and hassle when dealing with Trakindo, especially on parts & service

Less than desirable experiences adversely impacts NLS – currently 37%



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We deep dived into key needs across customers and frontliners

Customer



Instant Access to Accurate Information



Clarity on Steps in the Process and Status



Visibility on Account Info, Credit and History



Proactively Sends Status Updates



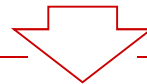
Fast (Urgent) and “on-time” Processing



Easy and Intuitive Portal or User Experience



Streamlining of Processes with Less Bureaucracy



Customers felt difficulty & hassle when dealing with TU; frontliners not empowered to deliver accurate & timely data



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Ambition: Features in Minimum Viable Product – for customers & internal front-liners

Check credit

View credit limit

View outstanding payment

Track parts order

View parts on order

Track shipment and ETA

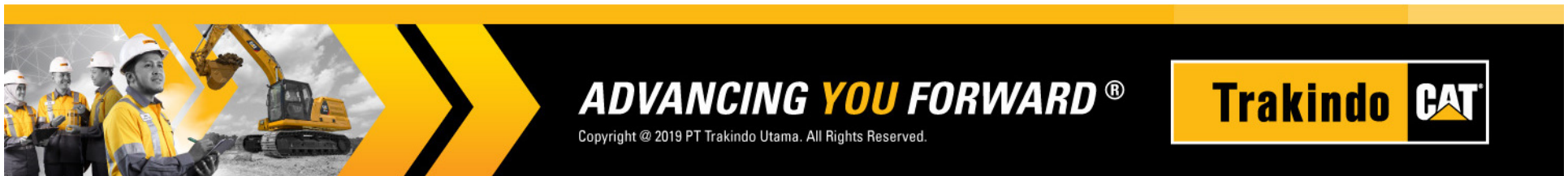
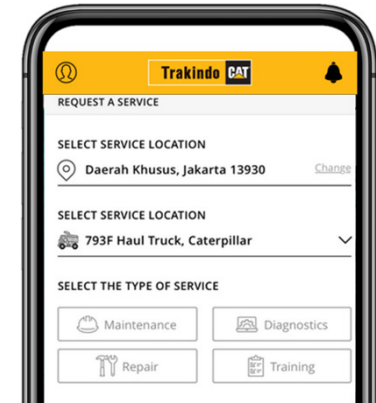
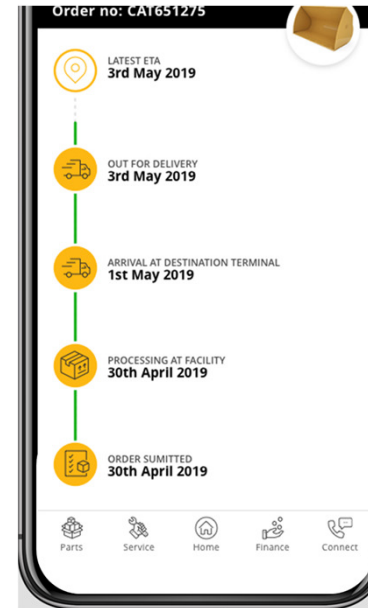
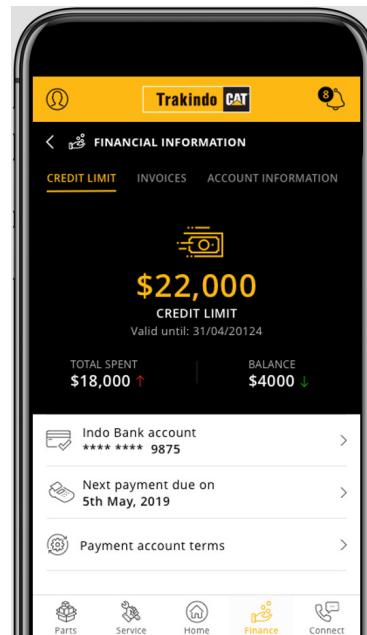
View order history

Request service

Schedule service

Track service deployment

Rate service



● Project Overview for Customer App Champion

● **Timeline & Change Network**

● Key Changes

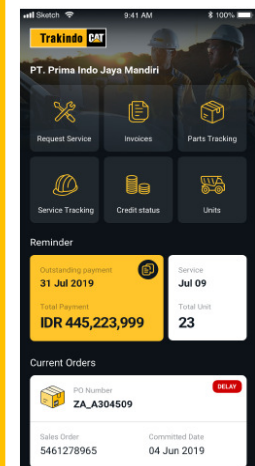
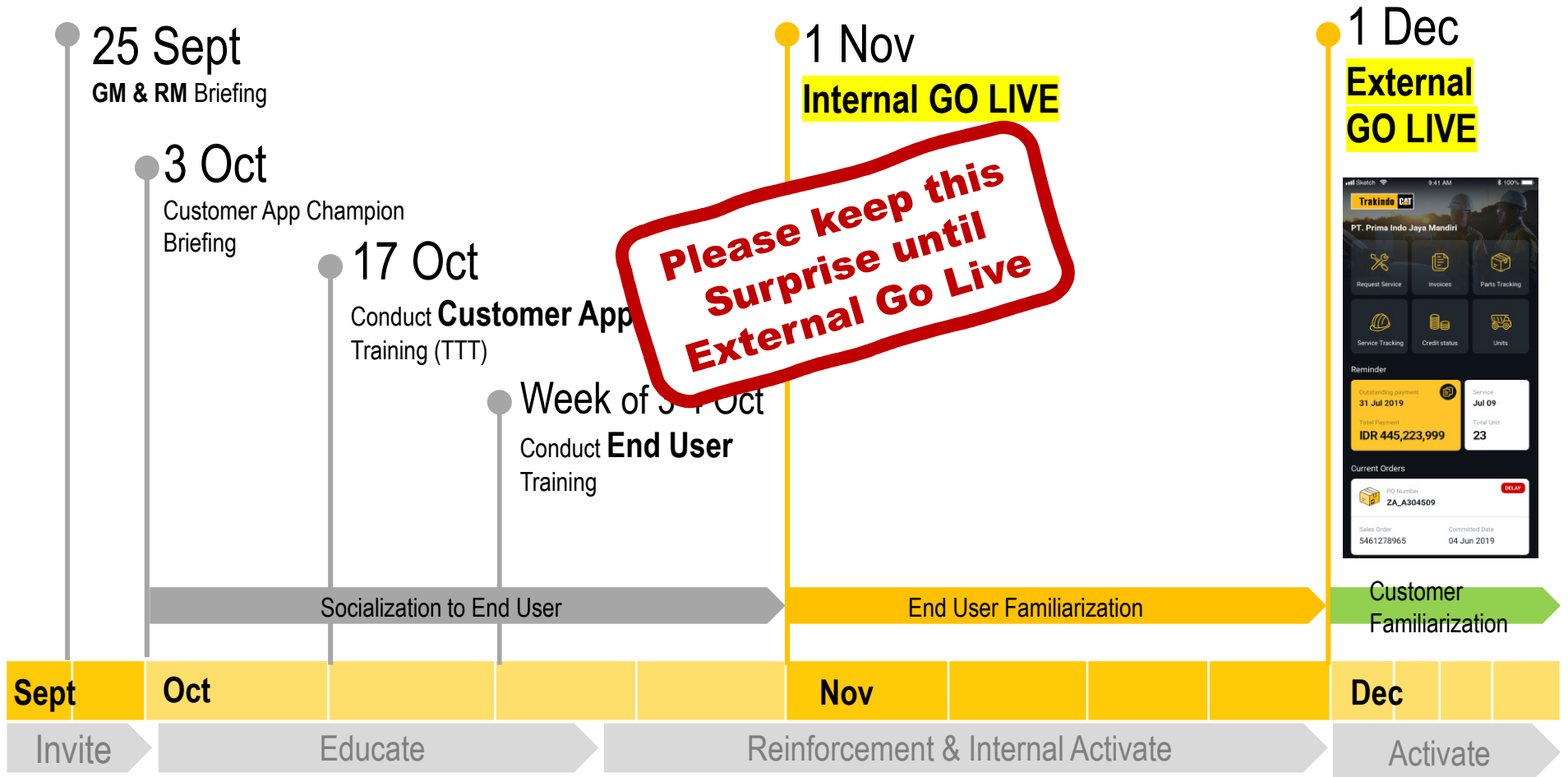


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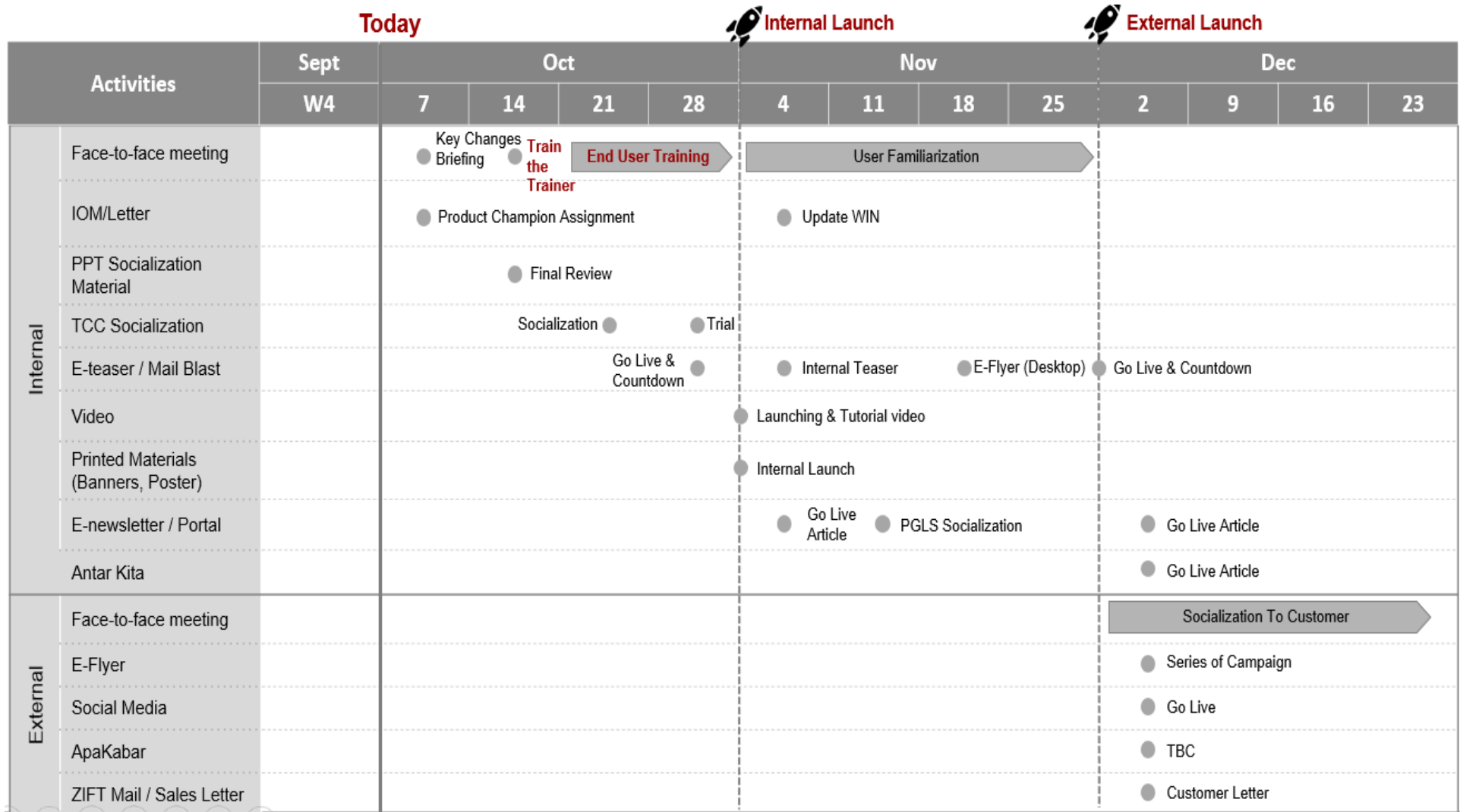
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TimeLine



Go To Market Material Communication Timeline



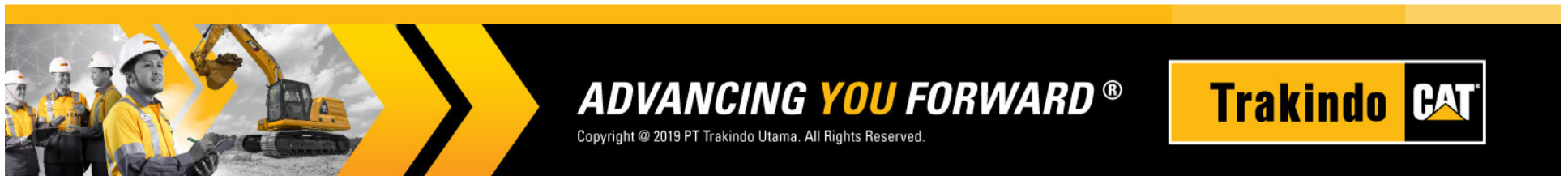
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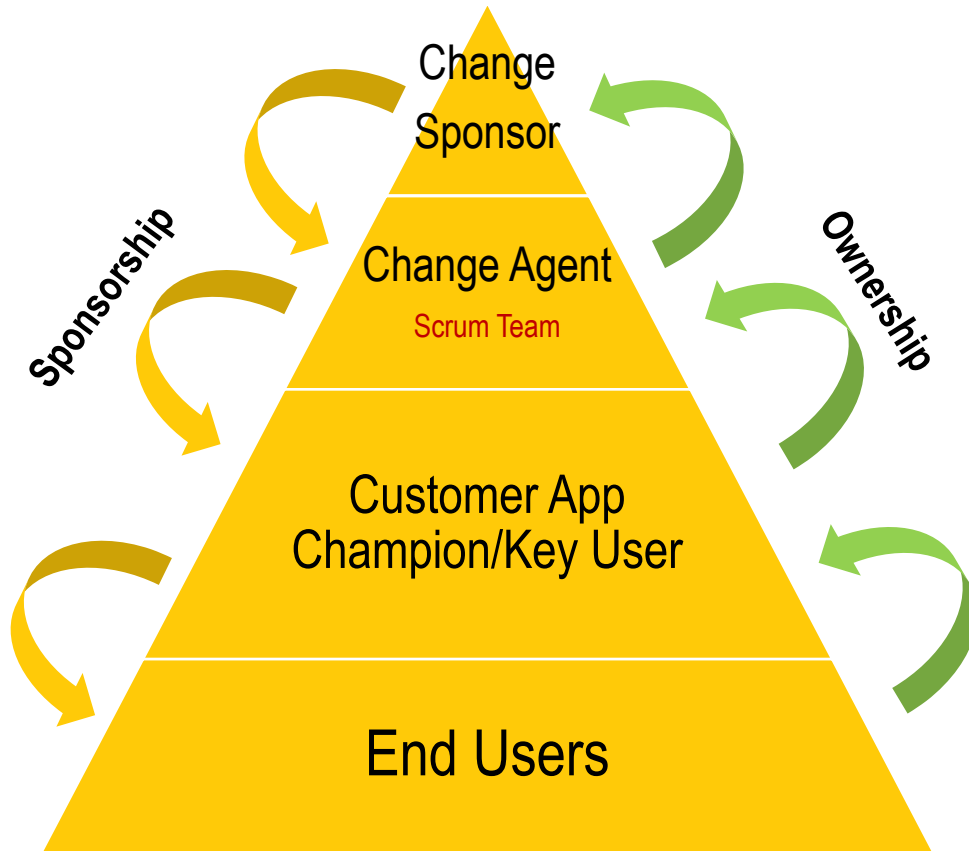
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Project Structure / Scrum Team

Core	Finance	Parts	Service	Marketing	Change Management
<ul style="list-style-type: none"> • Rozy A (Project Manager) • David F (Sponsor) • Hamidjojo S (Sponsor) 	<ul style="list-style-type: none"> • Januar RS • Avanto G • Sari DP 	<ul style="list-style-type: none"> • Christian S • M Sukirman • M Najib K • Dodik A • Rio (CKB) • Fitri (CKB) • Herlina (CKB) 	<ul style="list-style-type: none"> • Fourina Y • Arfan H • Donny BM • Pujo / Evi • Pandriya SK 	<ul style="list-style-type: none"> • Rulan AM • Inez M • Derry AA • Arif P • Tari R 	<ul style="list-style-type: none"> • A Malik • Zulfiadi S (Advisor)
<p>IT</p> <ul style="list-style-type: none"> • Natasha • Evi DJ • Pujo H • Ari W • S Basuki 				<p>Sales</p> <ul style="list-style-type: none"> • Tjatoer J • Andy MH 	



Change Network



Who

CMO, CIO, GM and RM

SME :
(Tjatoer J, Fourina Y,
Januar RS, Palti TH)

- 1.Appointed PS Sales
- 2.Appointed SCC
- 3.Appointed Service Account
- 4.Appointed Finance
- 5.Appointed Part Operation

- 1.PS Sales
- 2.Service
- 3.Parts Counter
- 4.Appointed Service Oprs
- 5.Appointed Finance
- 6.Parts Operation Branch

Responsibilities

Driving force

Support and reinforce
Customer App Champion
& End user on project
implementation

- Provide support changes on site
- Promote bottom up communication
- Attend Train the Trainer
- Deliver End User Training

- Attend End User Training
- Promote bottom up communication



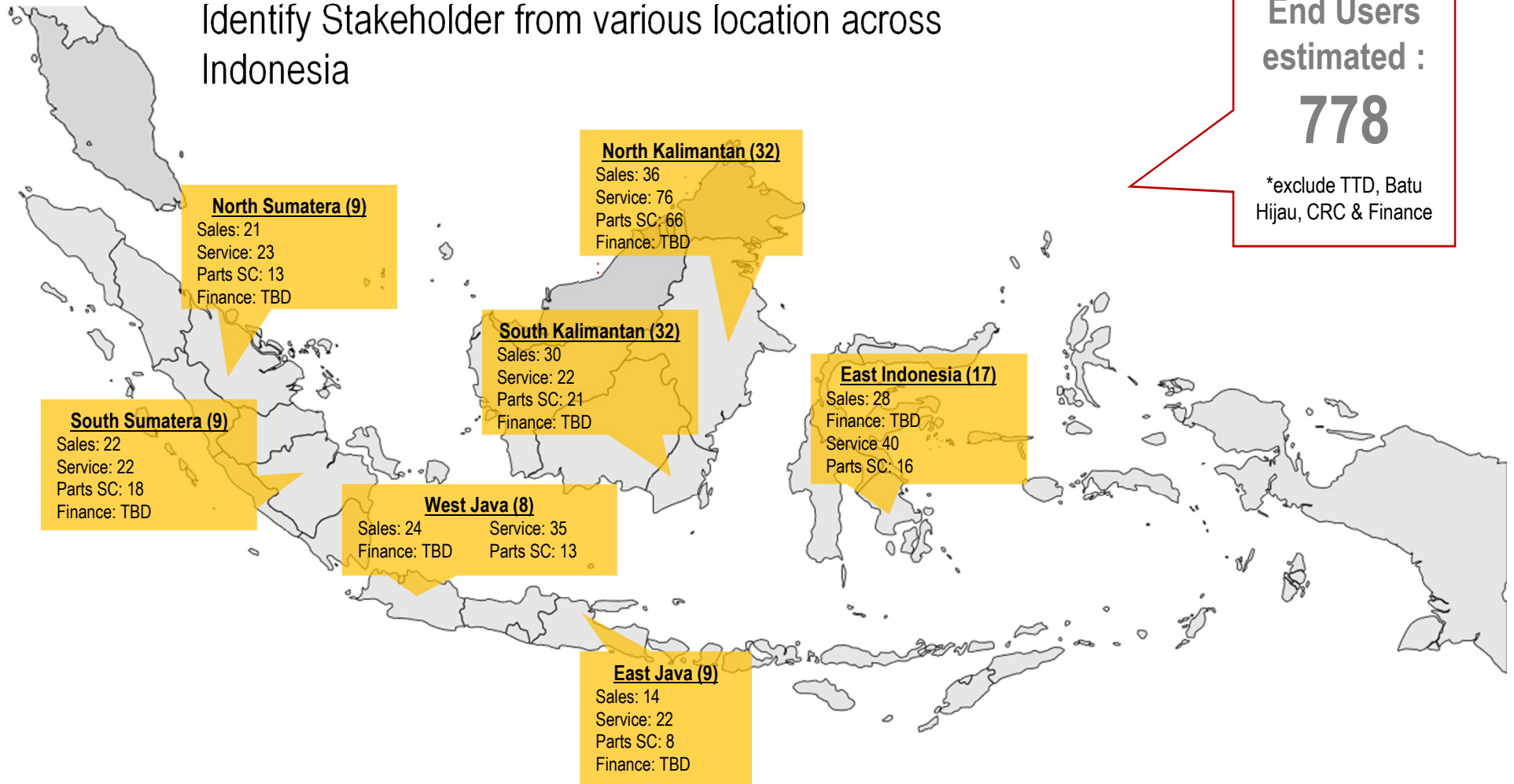
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Change Network

Identify Stakeholder from various location across Indonesia



Impacted End Users estimated :

778

*exclude TTD, Batu Hijau, CRC & Finance



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Customer App Champion (by Area) Chosen by EC Member

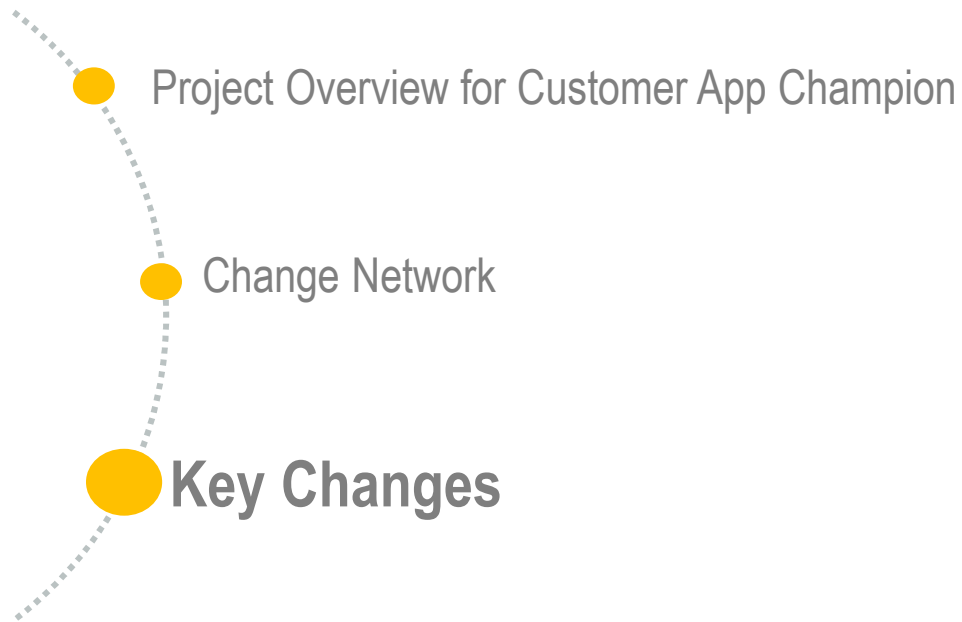
Area	Name	Title
NORTHERN SUMATERA	RAHADIAN SUKMA	PS SALES SUPERVISOR
	HARDI S	SCC HEAD
	ZULHAMDIYANOV	PARTS OPERATION
	DEWI OKTAVIANI	ANALYST FINANCE
SOUTHERN SUMATERA	RICKO ASWIN	PS SALES SUPERVISOR
	HARDI S	HARDI S-SCC HEAD
	MULYANTO SYARIF	PARTS OPERATION
	AHMAD SYARIF	FINANCE
	DIANA ANDRIANI	PS SALES SUPPORT
WEST JAVA	BANDA SEAN SAMOSIR	PRODUCT SUPPORT ADMIN
	THOMAS HERI D	SCC HEAD
	HENKI IRWAN	PARTS OPERATION
	CONERISMAN	BRANCH MANAGER
	ROBERT FIRDAUS	FINANCE MANAGER
EAST JAVA	ZULVIYANDI DAHRIL	PS SALES SUPERVISOR
	ARI SETIAWAN	SCC HEAD
	ARIF WAHYUDI	PARTS OPERATION
	YULIANTO SUSANTO	BRANCH HEAD
	RIDWANSYAH	SENIOR SUPERVISOR FINANCE
EAST INDONESIA	BERLIN PABUNTA	PS SALES SUPERVISOR
	AGOES SUPRIJANTO	AREA SERVICE MANAGER
	SITTI NOOR AENI	PARTS OPERATION
	DEFRIANTO MANTONG	SENIOR ANALYST ACCOUNTING
NORTHERN KALIMANTAN	KUMARA ARDHKA	PS SALES SUPERVISOR
	DODIEK Y KURNIAWAN	AREA SERVICE MANAGER
	ROLAND MARLON TILAA	PARTS OPERATION
	MUHAMMAD NASRUN TASM	PART OPERATION
	NOFIZAR	FINANCE MANAGER
SOUTHERN KALIMANTAN	MUAMMAR YAKUB	PS SALES SUPERVISOR
	ADI SASONO	AREA SERVICE MANAGER
	RIKLAH MENTAYANI	PARTS OPERATION
	SELAMAT SIGALINGGING	FINANCE MANAGER
TTD	MUSWAR	PARTS OPERATION



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Key Changes

Product Support Sales

Before

- ▶ It is **time consuming** by PSSR (Product Support Sales Reps.) to gather information from Service and Parts and deliver the information to customer.
- ▶ PSSR **contacts Service Leader** for PM and troubleshooting progress, then forward the information to customer.

After

- ▶ PSSR will be able to **deliver information** on Service and Parts to customer **at real time**.
- ▶ PSSR will be able to **deliver information** on PM and trouble shooting progress to customer **at real time**.



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Key Changes

Parts Supply Chain

Before

- ▶ PSSR (Product Support Sales Rep.) contacts Parts Counter to **track Parts delivery** to customer.
- ▶ **Case Label Tracking** process during Parts delivery to customer is skipped in order to speed up delivery process. It is not mandatory procedure. (Parts Counter).

After

- ▶ PSSR will be able to **track/expedite Parts delivery** to customer from the Apps. and inform customer at real time.
- ▶ **Case Label Tracking** process become mandatory in order to be able to track Parts delivery to Customer. (Parts Counter)



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Key Changes

Finance

Before

- ▶ Payment allocation is inaccurate
- ▶ **Credit Limit** given to customers **not match** the actual transaction given by Trakindo



After

- ▶ Payment allocation will be **accurate**
- ▶ **Credit Limit** given to customer will **match** the actual transaction given by Trakindo



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Key Changes

Service

Before

Requesting Service

- ▶ Receive calls from customer or sales
- ▶ Create ticket through SAP

Quotation Approval

- ▶ Send quotation (email, paper)
- ▶ Create ticket through SAP

Scheduling

- ▶ Call customer to confirm schedule
- ▶ Call customer to remind schedule

Tracking

- ▶ Receive calls from customer on technician location

After

- ▶ App creates service request ticket request
- ▶ Monitor SAP for new service request

- ▶ App sends quotation and approval
- ▶ Calls for negotiation directed to sales

- ▶ App confirms schedule and reminds customer
- ▶ Call customer if schedule not confirmed

- ▶ App sends customer live technician GPS location



Expectation to GMs & RMs

“Provide support to drive awareness and help Customer App Champion in promoting and socializing Customer App with regards to Change Management activities”



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Expectation you as **Customer App Champion**

“Provide support to drive awareness to End users in promoting and socializing Customer App”



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Customer App Champion Key Activities

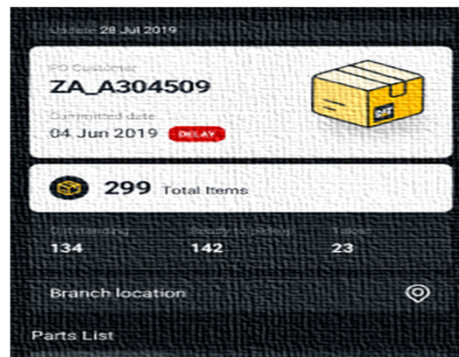
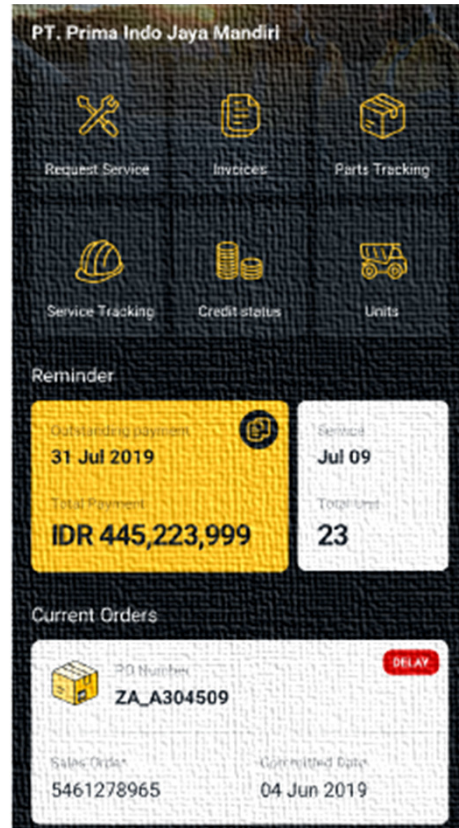
Key Activities	Responsibilities
Stakeholder Engagement	<ul style="list-style-type: none"> Engage & influence wider employee group in the area Manage and engage Change Sponsor (GM/Region Head, Front Line Managers) Identify & promote involvement of Customer App Champion & End Users
Communication	<ul style="list-style-type: none"> Deliver/present project communication Promotes bottom-up communication Identify, understand, and manage potential issues and resistance. Escalate to Change Management Team for further actions
Key Changes	<ul style="list-style-type: none"> Provide feedback on Key Changes Monitor the implementation of Action Plan
Organization Alignment	<ul style="list-style-type: none"> Assist to collect information of organization and employee Identify candidate of end users
End User Training	<ul style="list-style-type: none"> Manage training preparation: training schedule, participants, classroom, etc Monitor training delivery
Change Measurement	<ul style="list-style-type: none"> Conduct change readiness



Customer App Champion Next Activities

- Change Management (CM) team will create WA Group to facilitate communication flow and discussion forum
- Customer App Champion (CAC) will review and update End users list per area/region
- CAC socialize project background via regular meetings before Train The Trainer (TTT)
- Attend TTT on Oct'17 2019 at Head Office, Jakarta
- Deliver End Users Training starting from Oct'21 to Nov'1 2019 at each respective Area/Region





Thank You



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