

Kolpak speeds up their aftersales process, caring for customers 24/7.

[Watch our Kolpak Case Study Video on Youtube!](#)

Customer Profile

Kolpak has been working with restaurateurs for over half a century and is dedicated to the reliability, integrity, and simplicity of their walk-in coolers, walk-in freezers, and refrigeration systems.

Responsible for their own after-sales and spare parts management for the last several years, Kolpak was looking for a new solution to improve their aftersales process for technicians, the aftersales team, and customers.

The Challenge

Kolpak's unique challenge centered around identifying, ordering and replacing broken parts quickly and efficiently for their customers. Anywhere or anytime. Once a cooler or freezer breaks, the timer starts to get their Kolpak freezer equipment back up and operational to save their customers' products.

They were also looking for a tool to support the high-quality training that they provide their Factory Authorized Service (FAS) technicians and create an easy-to-use and understand 3D Electronic Parts Catalog that supports their FAS technicians at any skill level while they're on the job.

Working with Partful

Kolpak had been waiting for the opportunity to have their parts catalogs match the outstanding quality of their training programme and provide a smoother customer experience when the pressure is on. Partful's high-quality 3D models, easy user journey and e-commerce functionality was the solution to Kolpak's particular problem, aiming to help them drive down warranty cost and increase first-time fix rates.

Key reasons for choosing Partful:

- True-to-life 3D models: fully interactive 3D models that users can explode, zoom, and spin so customers, or new and junior technicians, can easily understand the product, what parts they need and how they fit together
- Digitized after-sales and commerce: letting technicians place their parts orders online and outside normal office hours, as well as mobile functionality that allows them to place orders on the go.

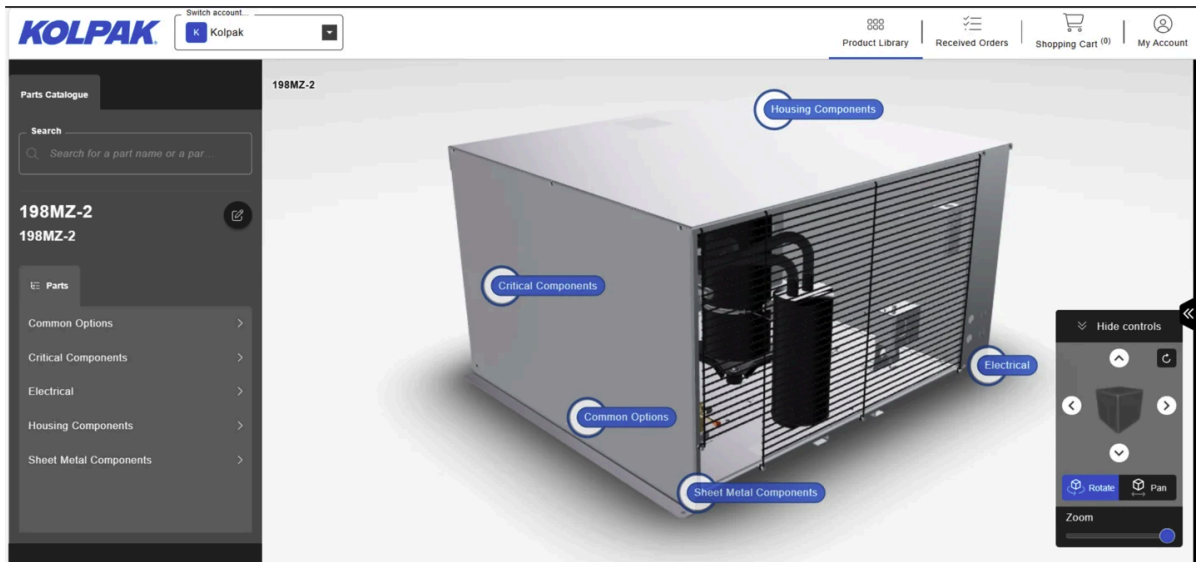
- The value of superior customer experience: Kolpak and Partful's dedication to hassle-free and smooth customer service aligned both companies to make sure Kolpak's customers were getting the best service.

Key Outcomes

Since going live with their 3D Electronic Parts Catalog, Kolpak has begun to see changes across the business from engineering to After-sales, making repair jobs easier and improving engineering data.

The key outcomes of this partnership include:

- A digitized aftersales process, available 24/7: technicians can now place an order day or night, reducing Kolpak's order times and decreasing customer down-time.
- The right part replaced, everytime: supporting Kolpak technicians on how the Kolpak line of products work, and improving their "first-time-fixed" rates for customers.
- Organized spare parts data: Working with the engineers at Kolpak, their data is now organized and available for product improvements based on their aftersales data.



Testimonials

"It's made not only our customers' jobs easier, but it's also made my internal team, the Part CSRs... it really helps their job as well."

"I had no idea how useful it would be internally. It's not just in the parts, we've got engineers that are logged in and they look at it to see the modeling."

"I know we've only just started touching the surface of what it can do for us."

"Thank you for everything you've done for Kolpak"

- Jay Maiden, Director of Service.

For businesses looking to streamline their aftersales processes and improve customer satisfaction, Partful offers a cutting-edge solution that brings that positive change within your business.