CONCEPT

After-Sales Service Management: Warranty, Field Service and Service Revenue

2 – 6 May 2027
Dammam - Eastern Province five-star



After-Sales Service Management: Warranty, Field Service and Service Revenue

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Introduction:

After-sales service management decides whether a dealer, distributor or equipment maker earns steady margin from the machines, vehicles and devices it has already sold. Many service organisations still run warranty as a cost centre, dispatch technicians without the right parts, leave workshop bays idle and let service contracts lapse at the end of cover. This Core Concept course gives service and workshop leaders practical methods for warranty control, field service planning, workshop throughput and service revenue. Participants produce an After-Sales Improvement Plan for a case distributor.

Course Objectives:

- Assess the profit contribution of an after-sales operation and set a service strategy for an installed base of vehicles, equipment or devices
- Design tiered service offers and service contracts with clear coverage, response times and pricing logic
- Apply a warranty policy and a claims processing workflow that detects invalid claims and recovers costs from suppliers
- Plan field service capacity, scheduling and dispatch to raise the first-time-fix rate and reduce repeat visits
- Improve workshop throughput and the service-to-parts interface using job cards, bay loading and parts availability measures
- Build a service KPI dashboard and an After-Sales Improvement Plan that grows retention and service revenue for a case distributor

Target Audience:

- Managers who run after-sales service departments for dealers, distributors or equipment makers
- Managers who lead workshops and are accountable for bay utilisation, technician productivity and vehicle or equipment turnaround
- Managers who lead field service engineers, dispatch and on-site repair operations
- Managers who administer warranty policy, claims submission and supplier recovery
- Managers responsible for service contract sales, renewals and installed-base revenue

Course Outline:

Day 1: After-Sales Economics and the Service Landscape

- After-Sales Value Chain: Warranty, Maintenance, Repair, Parts and Upgrades
- Service Profit Contribution Analysis Versus New Unit Sales Margin
- Dealer, Distributor and Manufacturer Service Roles Matrix
- Installed-Base Mapping by Product Age, Usage and Coverage Status
- Current-State After-Sales Diagnostic Scorecard

Day 2: Service Offer Design, Service Contracts and Warranty Policy

- Tiered Service Offer Portfolio: Basic, Preventive and Uptime Packages
- Service Contract Structure: Coverage Scope, Response Time and Exclusions
- Extended Warranty and Service Plan Pricing Logic
- Warranty Policy Terms: Express Cover, Duration and Transferability
- Service Management Capability Model for Post-Sale Operations

Day 3: Warranty Claims, Field Service and Workshop Operations

- Warranty Claims Processing Workflow from Failure Report to Settlement
- Field Service Scheduling, Dispatch and Route Planning Board
- First-Time-Fix Readiness Checklist: Diagnosis, Skills, Tools and Parts
- Workshop Job Card Flow and Bay Loading Plan
- Service-to-Parts Interface: Fill Rate, Back Orders and Van Stock

Day 4: Warranty Cost Control, Service KPIs and Revenue Growth

- Warranty Cost Control: Claim Audit, Fraud Indicators and Supplier Recovery
- Warranty Failure Data Feedback to Engineering and Product Quality
- Service KPI Dashboard: Response Time, Mean Time to Repair and Technician Utilisation
- Post-Service Customer Satisfaction Survey and Service Loyalty Index
- Service Revenue Growth Levers: Contract Renewal, Upsell and Retrofit Campaigns

Day 5: Case Study: After-Sales Improvement Plan for a Case Distributor

- Case Distributor Service Data Review: Claims, Jobs and Contract Base
- Warranty Claim Sample Audit and Cost Recovery Estimate
- Field and Workshop Capacity Rebalancing Exercise
- After-Sales Improvement Plan Drafting with Targets and Owners
- Plan Presentation and Peer Challenge from a Service Leadership Panel

Skills You Will Gain:

- After-Sales Profit Analysis
- Service Contract Design
- Warranty Claim Adjudication
- Supplier Cost Recovery
- Technician Dispatch Planning
- Workshop Capacity Planning
- Service Performance Measurement
- Installed-Base Revenue Planning

Why Attend This Course:

- Return with an After-Sales Improvement Plan built from a case distributor's claims, jobs and contract data
- Cut warranty leakage by spotting invalid or poorly documented claims before they are paid
- Send technicians out with the diagnosis, tools and parts needed to finish the job on the first visit
- Compare after-sales practice with service leaders from automotive, heavy equipment and electronics businesses

Conclusion:

After-sales service management turns an installed base into a lasting source of margin and customer loyalty. The course moves from after-sales economics and installed-base mapping, through service offers, service contracts and warranty policy, to claims processing, field dispatch, workshop flow and the parts interface, then to warranty cost control, service KPIs and revenue growth. The final day applies these methods to a case distributor and produces an After-Sales Improvement Plan ready for review by service leadership.