

Press release

## **New Service Platform from maihiro**

**The CRM expert maihiro has now developed an interactive showcase. “maiService” integrates IoT and AI technologies and thus goes above and beyond ERP classic services.**

**Ismaning, November 4, 2019. For machine manufacturers, providing modern customer service means event-based work under high time pressure. Service technicians and spare parts must be allocated around the world, processing times minimized, and information flows shortened. To do this maihiro uses SAP Service Cloud, SAP Leonardo IoT, artificial intelligence, and SAP Intelligent Asset Management. The consulting specialist for CRM, customer experience (CX), and commerce has now brought these technologies together in an interactive showcase, which is being presented for the first time at SAP CX Live (November 5, Munich) and the KVD Service Congress (November 7–8, Munich).**

The “maiService” interactive showcase is a collaborative platform for operators and service providers. Machine manufacturers can integrate other processes in addition to classic service tasks (ticket management, order processing, complaints processing, billing, etc.): store service-related documents in a structured manner, process telephony and e-mail communications, schedule service technicians, plan predictive maintenance, manage assets, and much more. They can also use the portal to assign their customers extensive self-service features. This creates an end-to-end service process for everyone involved: machines, people, and organizations. At the same time, the extensive database can be used as a starting point for the development of new business models.

maihiro Managing Director Uwe May: “In the digital and networked world of today, where everything happens much faster than it did a few years ago, the demands on efficient customer service have also risen. With maiService, we have therefore created a platform in an elaborate project tailored to these changes.” On this basis, machine manufacturers can expand their service business by optimizing processing times and information flows in the service process with the help of IoT, controlling them on an event-driven basis, and allocating service technicians and spare parts around the world.

The platform is suitable for manufacturers, service providers, and operators alike. Mechanical engineers can use it to replace less standardized manufacturer portals, automate them, and gain new insights into the use of their products. Service providers benefit from collaborative scenarios and operators achieve greater effectiveness and accuracy of their plant information, in particular in order to optimize costs, performance, and risks. At [SAP CX Live](#) (November 5, 2019, MVG Museum, Ständlerstrasse 20, 81549 Munich) and the [KVD Service Congress](#) (November 7–8, 2019, Hilton Hotel Munich Airport), one of the most important events for services in Germany, maihiro will be presenting the showcase to the professional public.

### **About maihiro**

As a consultancy firm, maihiro supports companies in strategically acquiring new customers and sustainably developing these relationships. As a specialist in customer relationship management (CRM), customer experience (CX), and commerce, maihiro supports its clients in all aspects of marketing, sales, and service, from strategic and organizational development to process optimization, planning and implementation, right up to using SAP Customer Experience solutions. Founded in 2000 by Bernd Hesse, Uwe May, and Mark Roes, the business consultancy firm headquartered in Ismaning, near Munich, with offices in Berlin and Hamburg and a subsidiary in Vienna currently has over 180 permanent employees.

Worldwide, maihiro has already implemented over 1,000 projects for more than 400 clients.  
[www.maihiro.com](http://www.maihiro.com)

## **Contact**

maihiro GmbH  
Anke von Behm  
Public Relations  
Tel.: +49 89/89 085-121  
[anke.von.behm@maihiro.com](mailto:anke.von.behm@maihiro.com)  
[www.maihiro.com](http://www.maihiro.com)