

B2B Service Reinvented From Cost Center to Growth Engine

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DREAMFORCE 2026 – ANTON PAAR & MERKLE



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Sponsoring your 40 min.
Agentforce Break
No Agent, No Demo

Instruments as our **Assets**

Meet serial US800-032-41 — a TPO 5000 and DMA 5003, installed in a Beer Production facility in **2023**.

ORIGINAL SALE PRICE

110,000 USD

SERVICE REVENUE SINCE 2023

28,700 USD



IN BETWEEN

2 repairs **3** calibrations

3 service contracts **28,000** batches analysed

**While sales was meant to mark
the beginning of a relationship
it spotlighted the dysfunctional
nature of the Service offering**



The Human Disconnect - **Sales & Service** – Two Roles, Two Mindsets

Field/Inside Sales

Focused on selling Hardware

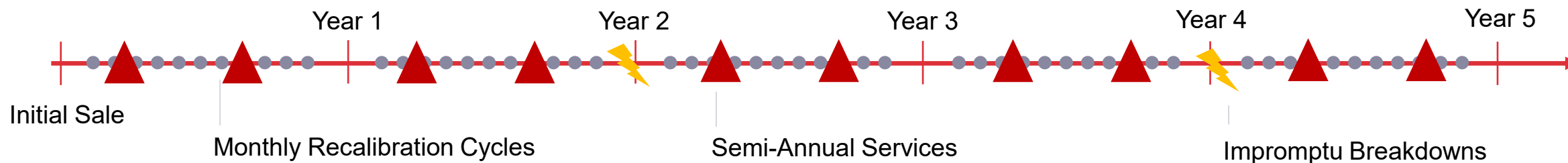
- Not clear understanding of Service portfolio
- Sales reps avoiding to talk about service
- Customers losing confidence on services
- Affecting long-term customer engagement
- Quotes not intuitive

Service Teams

Engaged at the wrong moment

- Portfolio clear, but not intuitive, bundle based
- Lack of flexibility on service offerings
- Disconnected from the Sales Motion
- Engaged too late in the process
- Absence of Sales Mindset

A Broken **Repair Process** – Missing the Opportunity to Establish Trust



Process Challenges Hard Keeping up with the Routine

- Lack of defined touchpoints
- Unclear Quotation process
- Absence of Integration between teams
- Wrong KPIs / Success Metrics

Reporting & Engagement Eroding the Hard-Earned Trust

- Absence of clear visit documentation
- Suboptimal client communication
- Mismatched service delivered
- Disenchanted customers

The **Technical Constraint** – A Fragmented Service Backbone

Technology Ecosystem

Outdated & Siloed Elements of the Stack

- The Anton Paar Service System was outdated and needed a profound overhaul
- Service data was fragmented across CRM, ERP and local tools.
- Existing capabilities were not consistently adopted across markets.
- Local customizations made global standardization difficult.



The Business Case – Growing **Service Revenue**

Unlocking incremental Service Revenue was the quick win - easily measurable, tangible and directly attributable to this project outcomes.

The broader win though is establishing a healthy base of repeat purchase and the creation of service renewals amongst the install base.

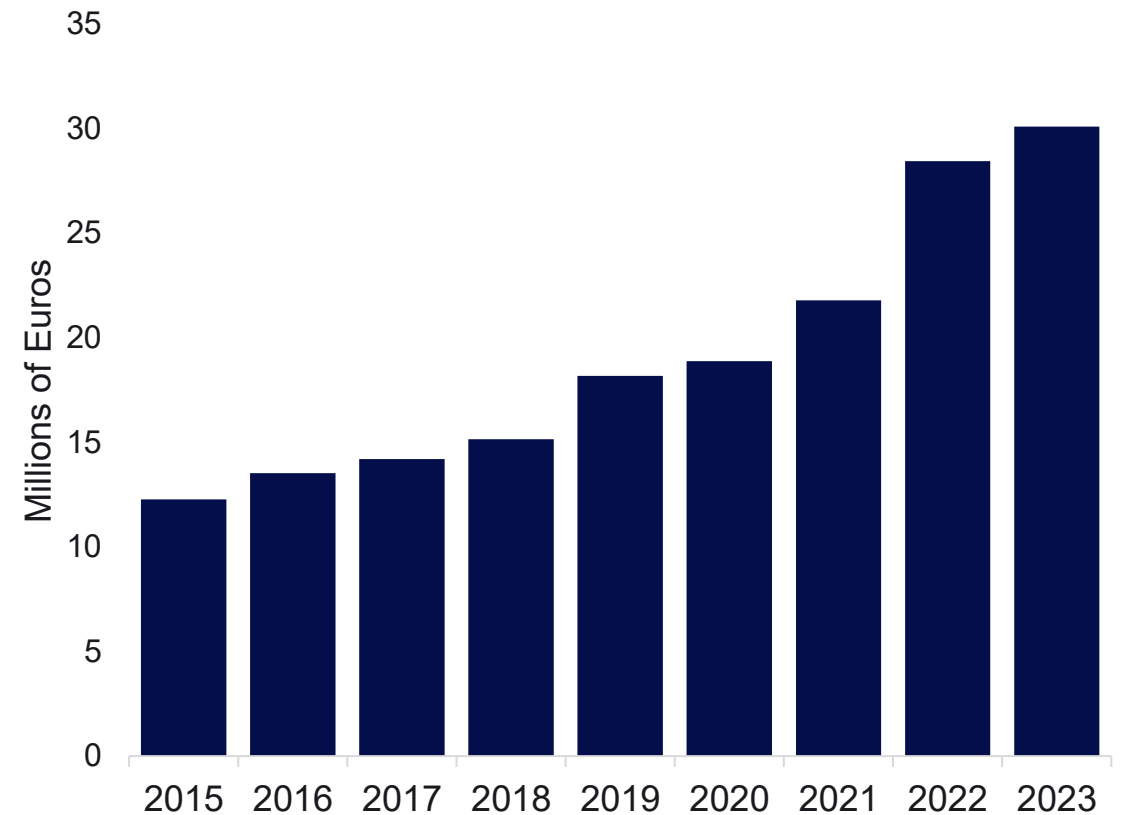
Share of Assets
Covered by Service

70%

Instrument
Repurchase Rate

90%

Quick Win – Service Revenue

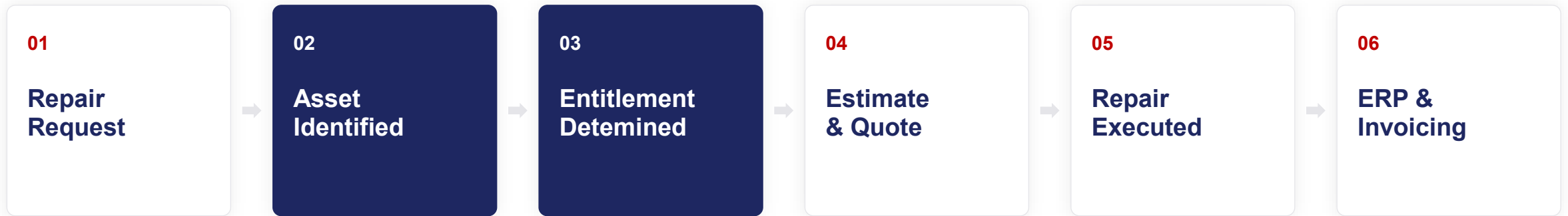


A technician wearing a white hard hat and a blue uniform with reflective stripes is working on a piece of equipment. The background is dark and industrial.

The End-to-End Repair Process From Technical Repair to Managed Commercial Process

From a Broken Instrument to a **Correct Invoice**

The same flow, every subsidiary, every time. Coverage and chargeability are determined early and carried consistently through to invoicing



The two steps in navy are where commercial value was most at risk.

Before, establishing coverage meant piecing together information from different systems and teams. Now the asset connects to the right entitlement, determining what is covered and what is chargeable before the repair begins.

Is It Covered? **One Question, One Answer**

Warranty

Covered under the instrument's valid warranty.

Service contract

Covered by an active agreement or repair coverage.

Not covered

Chargeable work, quoted transparently before the work starts.

Entitlement turns coverage from a judgement call into a consistent rule. Once determined against the asset, against the asset, it drives the same commercial treatment throughout the repair process.

Charge **What Should Be Charged**

Work we never invoiced led to Revenue we failed to capture

- Chargeable repairs closed without a quote
- Parts consumed against expired coverage
- Travel and labour absorbed locally
- Revenue leakage was difficult to quantify and control

Customers charged for covered work or incorrectly

- Invoices raised despite valid warranty
- Contract entitlements not applied
- Credit notes, disputes and eroded trust
- Avoidable cost to resolve billing errors



One Asset. **One Trusted Service History**

Before

- Finding the right instrument often required manual investigation.
- Ownership and installed location were not always reliable.
- Service data was fragmented across systems and interactions.
- Building the full picture delayed the start of service.

Now

- Serial number resolves to one asset record with service history.
- Customer, location and site contact are linked to the asset.
- Interventions, parts and coverage are visible in one place.
- The asset becomes the foundation for entitlement.

Cover the Installed Base, not just the repair

Before

- Instruments without active service coverage
- Expiring warranty or service agreements
- Maintenance needs not yet converted into service
- Limited visibility across the customer fleet

Now

- Identify uncovered instruments across the installed base
- Prioritize renewals before coverage expires
- Match service offers to instrument needs
- Guide customers toward broader service coverage

Installed base visibility turns a single repair into a broader service opportunity. By identifying coverage gaps across all customer assets, service teams can proactively guide customers toward the right level of coverage.

The **Moment of Truth** – Service Revenue Triggers

● **Warranty ending**

A natural moment to discuss future service coverage.

● **Contract approaching renewal**

Renewal becomes visible before the agreement expires.

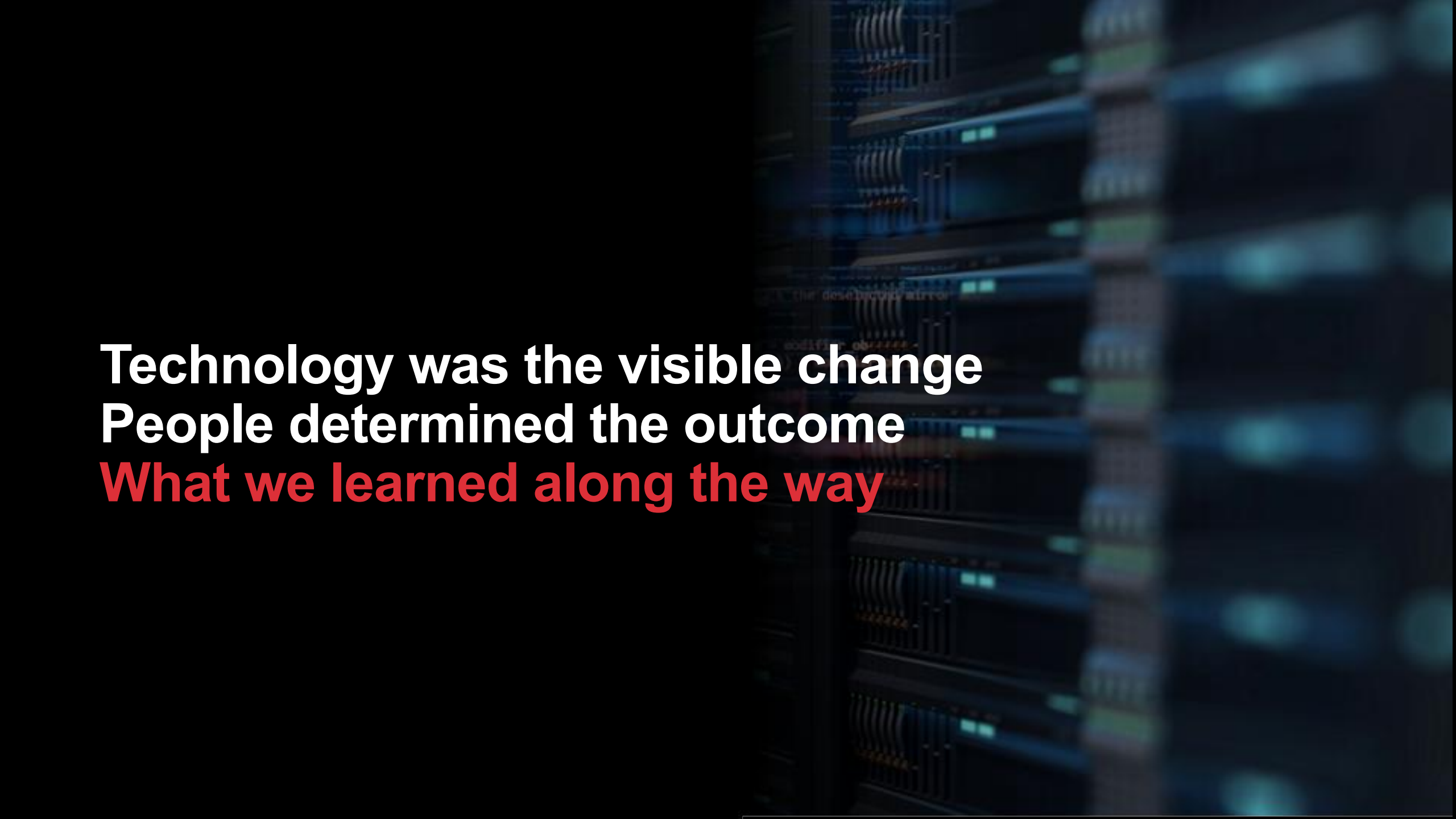
● **Repair frequency rising**

Repeated repairs signal a potential need for broader coverage.

● **Planned maintenance due**

A scheduled touchpoint to protect uptime and plan service capacity

**Signals create opportunity. People turn them into customer conversations.
Field engineers and service sellers act with the right asset, service and entitlement context.**

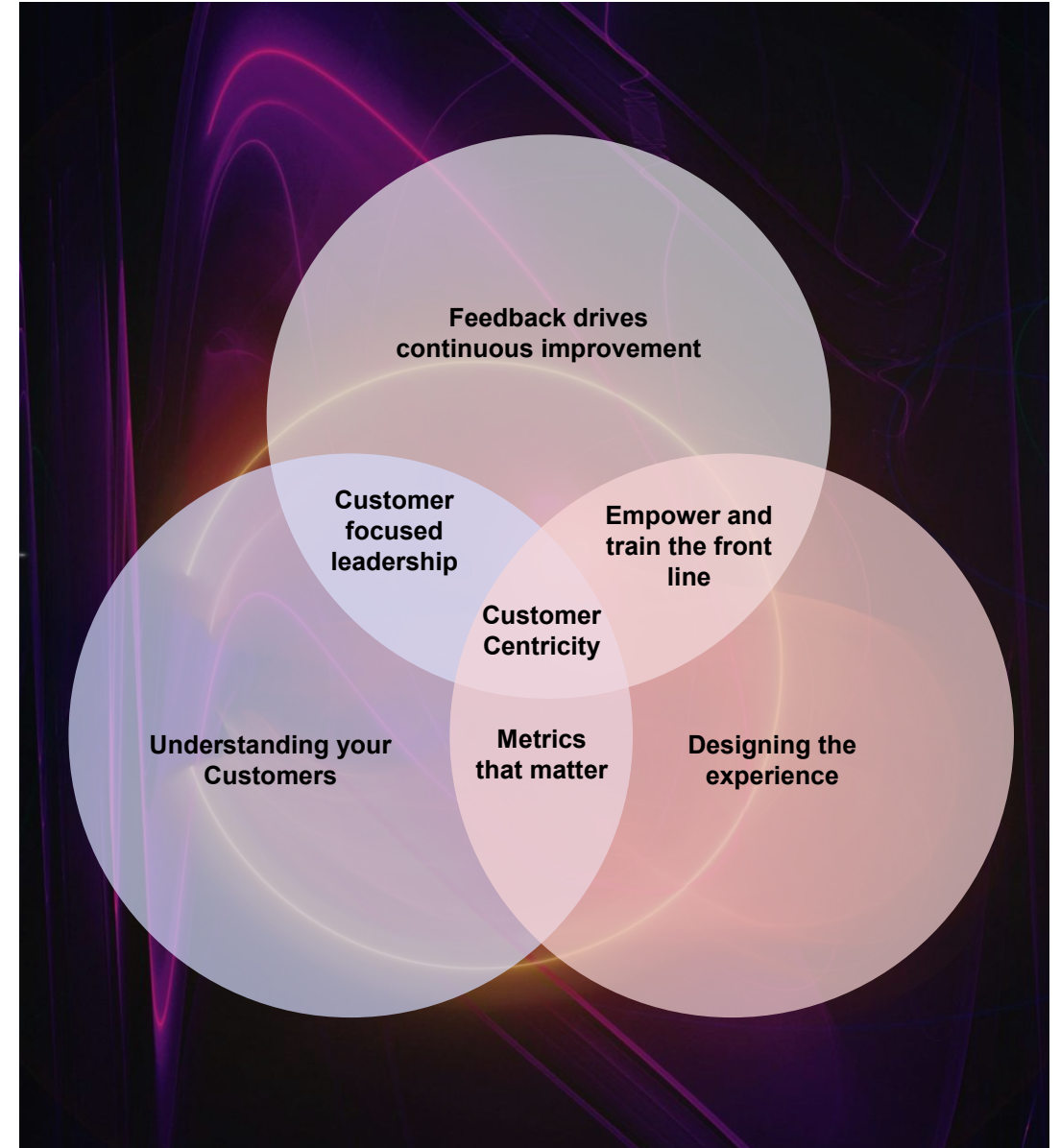


Technology was the visible change
People determined the outcome
What we learned along the way

FOUR KEY TAKEAWAYS

Demonstrating Customer Centricity Wins Every Time

More than a Salesforce implementation, Anton Paar undertook a profound customer service redesign - building service around the customer and the installed base, while giving frontline teams the context and tools to execute consistently.



FOUR KEY TAKEAWAYS

Every Service Interaction Drives Loyalty When well executed

A well-executed service visit requires a well-prepared service engineer. But a great customer experience starts before the engineer arrives. Consistent preparation, clear documentation and defined escalation paths give field teams the context they need to deliver every time.

The Right Preparation

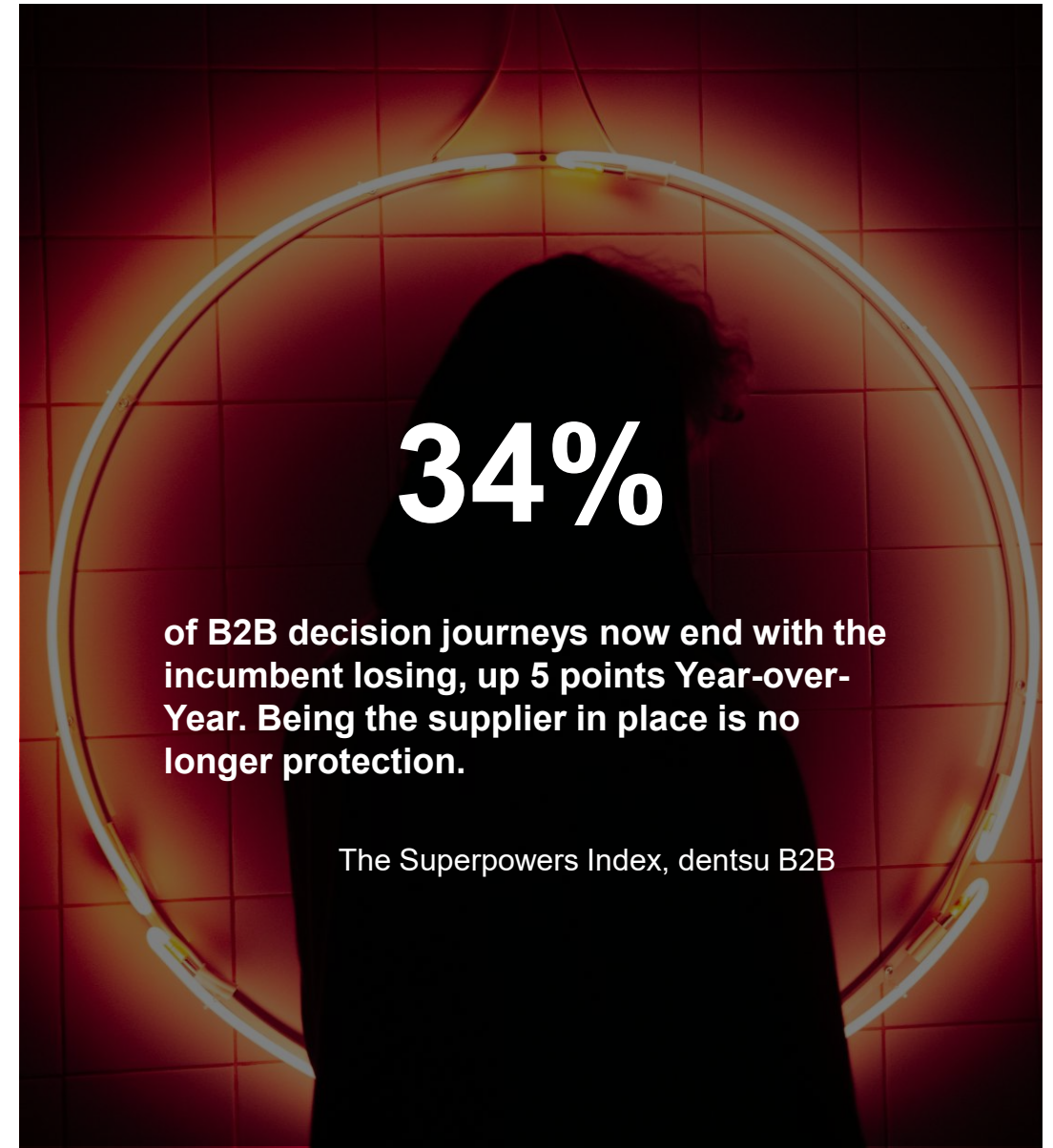
Customer, asset, full-service history and coverage status available before the visit.

Proper Documentation

A formalized visit report is produced and attached to the asset after each visit.

Clear Escalation

Clear ownership, measured response on both sides, full technical context retained



Value Communication & Innovation is essential to Service Success

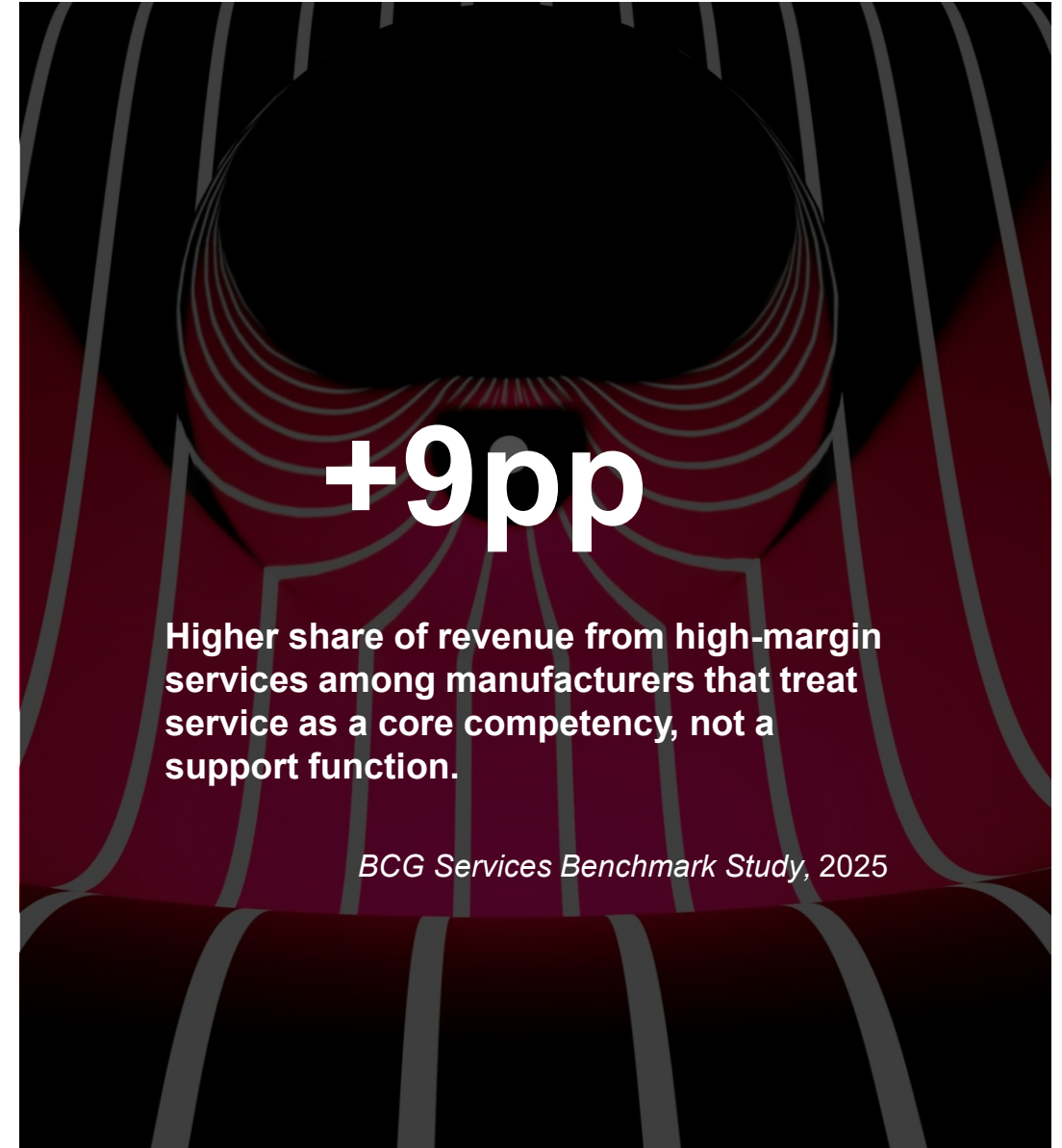
Service value is often less visible than product value. Making that value tangible - through expertise, reliability, uptime and the right service offer - is essential to building customer trust, loyalty and growing service revenue over time.

Service Innovation

Customers' needs are evolving and so are the service expectations. In order to sustain service growth, it is essential to pressure-test the assumed expectations with needs from clients.

Continuous Improvement

Validating after each service intervention that the customer has experienced the right value from the intervention is the way to ensure the service offering remains relevant to the customer base.



Technology Turbocharges your Team when properly deployed

Technology creates value when it gives teams the right tools and context at the right moment. By redesigning service processes and connecting CRM, ERP and Finance, Anton Paar enabled more consistent preparation, faster execution and better documentation.

Customer Visit Preparation The right asset and context	CRM	ERP	FIN
Service Execution History / faster resolution	CRM	ERP	FIN
Visit Documentation Templates and Procedures	CRM	ERP	FIN
Quotation Warranty and Coverage	CRM	ERP	FIN
Repair Management Instrument Work	CRM	ERP	FIN

+20pp

Improvement in overall Customer Satisfaction from 75% to 95% following the deployment of the new Service Solution.

Anton Paar – Internal Metrics, 2026

From reacting to service demand to **managing the lifetime value** of the installed base.

The goal was never to turn every service interaction into a sales event. It is to run Service properly, understand the installed base, protect the revenue that is already there, and build longer relationships with our customers.

Coffee on us.

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3. Complete (4) session surveys and the Event Survey.
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