

European Aftermarket Teams Gather in Neu Ulm and Gyor to Align on Digital Customer Experience

Expanding on the North American digital customer experience workshop held in February in Maumee, Beth Mooney, Ken Bloink and Marino Roberto brought the workshop to Dana's Aftermarket teams in Gyor, Hungary and Neu Ulm, Germany enabling global customer centricity, collaboration, team building, and goal setting after more than 2 years of COVID related travel restrictions.

Ongoing optimization of our global digital platforms, data transparency and data connectivity help to accelerate Dana's focus on efficient operations and customer experience, making it easier and more profitable to do business with Dana.

"Our North American sales teams have made significant progress in transitioning customers onto Danaaftermarket.com, eRFQ Marketplace and our real time commerce API data exchanges. Bringing along our global customers into our digital commerce business model is key to ongoing profitable business partnerships," said Bill Nunnery, senior director, sales and marketing, global aftermarket.

The Gyor workshop brought the team together from Spain, Hungary, Germany, US and Italy representing sales, customer service, product planning, plant operations, marketing, and analytics. The Neu Ulm workshop brought the team together from Germany and US representing sales, IT, marketing, product planning and analytics.

A session entitled "Becoming a Digital Mechanic: Tools of the Trade" enabled each workshop attendee to be hands on with Dana's Digital Mechanic's digital toolbox. In addition, these tools are housed in a TEAMS site designed for use by our internal functions to build fluency and capability in our digital operating systems.

Additional time was spent exploring opportunities for data visualization, efficient and consistent sales reporting and customer insights available when using the PowerBI data analytics platform as an alternative to excel spreadsheets which can be cumbersome and lack trend analysis. The goal is to onboard our global sales and ops teams to report business through the PowerBI tool.

"The Dana Aftermarket group has a number of digital initiatives in various stages of development across our global businesses. This unique competitive differentiator is resonating with key aftermarket customers at the c-suite level and is positioning Dana as a thought leader and business partner that adds profitability and value beyond the product mix and sales terms," explained Dan Griffin senior director, aftermarket and digital solutions.