Solution Center evolves into a one-stop knowledge shop

Yaskawa's Solution Center is a portal to help customers get specific help with product issues. It's evolved into much more than that, as Cris Franco, Yaskawa's Customer Technical Support Manager, discusses:

Q: What was the genesis for Yaskawa's Solutions Center?

FRANCO: There were some fundamental reasons we wanted to create a Solution Center that included providing a better search experience at **Yaskawa.com**, to provide experiences tailored to our customers' search needs and to centralize various repositories we had within our organization to create a one-stop-shop for all things Yaskawa. Above all though, Yaskawa understands that in the current age and times we live in, users of our products do not want to wait in a phone queue to speak with someone that can answer their question(s), nor do they want to send an email and wait for a reply.

Yaskawa also recognizes that as Millennials begin to enter the workforce, it's going to change from a "want" to an expectation. Yaskawa's answer and preparation for this expectation is the Solution Center.

Q: What makes this tool so valuable for Yaskawa customers?

FRANCO: Yaskawa products are highly configurable and easily adaptable in almost any industrial or commercial automation application. Because of this, our users may be intimidated by our product manuals that contain a lot of important details. The Solution Center bridges the gap between our technical manuals and what

they are trying to do or what problem they're trying to resolve.

The Yaskawa Solution Center provides various things like step by step instructions for troubleshooting fault codes and how to resolve them. It provides help with configuring a Yaskawa product into a new application. Users can get answers to questions they may have about installing or upgrading a legacy product. Yaskawa's Solution Center provides a way to easily find a document or manual required to get their job done.

Q: For those visitors to the site who are not yet Yaskawa customers, how can they most effectively utilize the information? How does the search function work if you don't know a specific product, for example?

FRANCO: The Yaskawa Solution Center uses natural language search to find relevant content. It's been referred to as a Google for all things Yaskawa.

Visitors that are not yet customers of Yaskawa can use our Solution Center as a learning center. They can perform searches for common automation terms such as overvoltage, overload, overcurrent, speed search, and learn what they mean or how they're used.

Q: A review of the site at https://solutioncenter.yaskawa.com shows that you're not only answering questions, but your customers also are offering suggestions for future product line extensions. Was that a surprise, or did you anticipate that kind of interaction with your customers?

FRANCO: I'm glad you noticed. The Solution Center includes a crowd-sourcing feature which allows visitors to provide feedback on just about any document or page within a document for the purpose of continuous improvement. Visitors can let us know if they recommend we add more information about a specific topic or if they feel the content is incorrect. It allows us to keep our content relevant based on customer demand and usage.

Q: Is there anything the Solution Center doesn't know?

FRANCO: What the Solution Center doesn't know is that we have a lot in store for it. We've only just begun. We plan to make future experiences seamless to yaskawa.com visitors. We are looking forward to a day when our website will be self-proactive by anticipating and predicting what our existing and future customers need before they even know they need it. It will be the perfect place for all automation solutions.

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