



syncron[™]

Data & AI For Warranty Management

21 Best Practices To Create New Business
Value In **Service Lifecycle Management**

The Untapped Potential Of Warranty Management

Warranty management has traditionally been viewed as a burdensome but ultimately necessary cost center.

But new advanced data analytics and AI capabilities have become available that are opening up powerful new commercial opportunities in the space.

Automating the claims workflow, streamlining the customer experience, using failure data to improve products, standardizing warranty processes, advanced fraud detection...these are just a few ideas that are transforming this critical aftermarket function.

By leveraging technology to transform overwhelming data complexity into valuable business insights and lift the burden of manual processes, warranty management can become a powerhouse of value creation, driving customer loyalty, improving product quality and contributing to revenue growth.

Especially when integrated into a broader Service Lifecycle Management (SLM) strategy—a single, integrated, scalable platform for all aftermarket functions—you can synergize warranty management with service, parts planning and inventory management to create exponential value.

And the stats back it up.

High performers in warranty management find that costs are **reduced by 150%**, customer satisfaction is **20% higher** and customer retention **rises by 10%** (compared to low performers).¹



But what does that really look like in the real world?

In this eBook, we are going to take you through 21 different data- and AI-driven best practices that showcase how you can use warranty management to drive significant business value.

We will explore warranty management best practices across 7 different areas:

- Streamlining warranty operations
- Optimizing claims management
- Improving supplier cost recovery
- Product and service improvements
- Standardizing warranty processes
- Improving visibility and communications
- Enhancing the customer and dealer experience



¹ IBM Institute for Business Value benchmarking and the APQC

Overcoming The Limits Of Traditional Warranty Management

Traditional warranty management processes have several key limitations that prevent them from transforming warranty departments into sources of business value:



Limited collaboration

A lack of coordination and collaboration between teams, suppliers, and dealers can result in each taking their own approach to warranty management, creating a frustratingly inconsistent and inefficient experience for customers



Limited data

There can be a lack of clarity or availability of key warranty data (e.g., policy details, claim details, customer information) that massively delays claim processing times, slows down dealer reimbursements, and makes it harder (or even impossible) to claim refunds from suppliers



Limited visibility

Siloed teams and fragmented relationships mean OEMs don't have a clear view of their customers, policies or equipment, resulting in delays when those customers make claims



Limited feedback

Key failure data is not available, delaying feedback to quality or service departments, preventing issues from being addressed and manufacturing improvements from being made

As a result, warranty processes are slow and fragmented, overwhelming manual processes drive up costs, failure data is never properly analyzed and the sheer volume and complexity of warranty policies creates errors, missed opportunities and inefficiencies.

Ultimately, customers are left frustrated, leading to reduced satisfaction and loyalty.





But there are some key data- and technology-centric pillars that you can put in place in order to overcome these hurdles and start adopting modern, high-value best practices:



Automation

streamline and automate every stage of the warranty management lifecycle



Configurable rules and workflows

tailor automation workflows by introducing preset rules to streamline processes, increase operational efficiencies and maintain compliance



Centralized data products

a common data lake and business-ready data sets that deliver insights from across your business to inform decision-making



AI, ML & analytics

automate complex tasks, predict future issues, spot fraud and identify patterns in warranty claims



Single connected platform

seamlessly integrate internal (warranty, service, and quality) and external (suppliers and dealers) stakeholders with a single platform, providing complete visibility and end-to-end communications

By making the incredible data complexity much more manageable, automatable and scalable, you turn warranty claims into opportunities **to improve your products, impress customers** and **enhance your brand reputation.**

Now, let's get into the best practices that can deliver that new business value!

Streamline Warranty Registration and Management

Successfully managing warranty registrations, policies and coverage eligibility across complex, global operations

Tracking warranty registrations and policies across multiple, disconnected systems and with only siloed and contradictory information is no small challenge.

By digitizing and automating warranty management operations, businesses can achieve greater accuracy, reduce manual workloads, and accelerate claim resolution.

Best Practices

1

Unified product registration and tracking

Streamline warranty registration, track all registered products and their warranty coverage throughout their lifecycle. Maintain a 360-degree view of all products sold, ensuring seamless onboarding, accurate tracking, and optimized warranty coverage across markets.

2

Comprehensive policy management

Use customizable templates to automate and streamline the creation of policies. Reduce processing times by making it quick and easy to create policies for different products, regions and customer needs.

3

Automate coverage eligibility

Automatically validate warranty eligibility to save time and eliminate errors. Streamline coverage checks by automating validation processes based on product usage, region and date, ensuring faster and more accurate claims resolution.





Optimize **Claims Management**

Streamline your claims process to save time, reduce costs, and improve accuracy.

Managing warranty claims can be a complex and time-consuming task, but with automation, advanced analytics, and accessible data, businesses can simplify the claims process, reduce fraud, and improve resolution times.

These innovations lead to higher customer satisfaction, deeper customer loyalty, and significant cost savings.

Best Practices

4 **Automate claims workflow**

Simplify and automate claims processes, including submission, validation, adjudication, approval, returns and notifications.

Accelerate processing times, approve claims more quickly, reduce manual errors and free up resources from simple cases for more complex ones.

5 **Advanced fraud detection**

Leverage machine learning to validate claims and detect potential fraud, ensuring only legitimate claims are approved. Save time and money by spotting fraudulent claims with much greater accuracy and automating simple cases to free up resources for other strategic tasks.

6 **Centralize and democratize your data**

Create a centralized data lake to make claims data accessible to your teams, dealers, suppliers and customers via different portals. Enable all stakeholders to have access to detailed claims information, increasing transparency, accelerating claim resolution times and improving trust.

Improve Supplier Cost Recovery

Make it easier to recover costs across multiple suppliers and complex policies

Service businesses often need to recover costs from suppliers for defective parts. But when there are many such suppliers, each with a range of complex policies to navigate, doing so can be more trouble than it's worth, so businesses leave the money on the table.

With streamlined workflows, clear policy tracking and appropriate automation, businesses can ensure smoother cost recovery processes and better supplier relationships.

Best Practices

7 Catalog supplier warranty policies

Organize and centralize supplier agreements—outlining terms, coverage and responsibilities—in a single platform. Easily manage supplier warranty policies, ensuring clear terms and easier claims recovery processes.

8 Automate recovery claims and parts return

Automatically verify whether a supplier's policy covers the defective part, generate a claim and return the part to the supplier through a single, end-to-end platform. Minimize manual intervention while accelerating cost recovery in order to recover more money, more quickly from suppliers and improve cash flow.

9 Supplier performance insights

Analyze supplier cost recovery data to draw out key trends and performance metrics, e.g. recovery rates, defect rates, turnaround times. Identify preferred suppliers, leverage concrete metrics to support contract negotiations and collaborate with suppliers to address issues highlighted by the data.





Product and Service Improvements

Turn warranty data into actionable insights to make better products and improve services

Warranty claims hold a wealth of information about product failures and service quality. But when data and teams are siloed, it rarely gets turned into insights that can be used to improve designs and processes.

By making failure data accessible, businesses can proactively address recurring issues, continuously improve product designs and align service campaigns with product quality efforts.

Best Practices

10 Field failure insights

Analyze claims data to identify recurring failure modes and enable swift corrective actions to resolve design flaws. Systematically collect data to continuously better product designs, resulting in fewer warranty claims and happier customers.

11 Cross-functional collaboration

Share centralized warranty data seamlessly across service, quality, and supplier teams. Break down siloes between departments and improve collaboration, creating a more seamless and coherent warranty process for customers.

12 Pro-active quality alignment

Use warranty data to trigger service campaigns, recalls, and other corrective actions. Identify and address product issues much more quickly, before they escalate to reduce future claims and improve customer trust.

Improve **Visibility** and **Communication**

Enhance transparency across operations,
ensuring all stakeholders stay informed in real time

A lack of visibility across warranty processes and between stakeholders creates delays and inconsistencies.

By making it much easier for all stakeholders to have real-time access to critical data from across warranty operations, everyone is on the same page and any delays and bottlenecks can be massively reduced.

Best Practices

10

Centralized claims visibility

Provide real-time access to warranty claims data for all stakeholders, including self-service portals for third parties. Improve end-to-end transparency, improve communication between stakeholders and streamline warranty processes.

14

Real-time dashboards

Use customizable dashboards to track claims, costs, and product performance in real-time. Monitor warranty performance at a glance, providing actionable insights for better decision-making.

15

Real-time alerts and notifications

Set up automated alerts for claims issues, quality concerns, or operational bottlenecks. Ensure your teams and third parties are kept informed in real-time to address issues as they arise.



A man with a beard and glasses, wearing a grey suit, is pointing his right hand towards the front of a red tractor. He is holding a black folder or tablet in his left hand. The tractor is red and has a large windshield. The background is slightly blurred, showing a field or outdoor setting.

Enhance **Customer** and **Dealer** Experience

Deliver seamless warranty services that strengthen customer and dealer relationships

A smooth, transparent warranty process builds trust and loyalty among customers and dealers alike.

By enabling clear communication and providing efficient services, businesses can enhance satisfaction and ensure long-term loyalty.

Best Practices

16 **Seamless customer experience**

Provide a consistent customer experience across all touch points with **standardized processes and transparent, end-to-end communication**. Keep customers happy and foster trust by enabling them to seamlessly track warranty claims, stay informed and receive resolutions quickly and reliably.

17 **Extended warranty services**

Empower dealers to offer tailored and extended warranty **solutions for customers**. Allow dealers to easily extend warranty services for customers, improving dealer relationships and increasing customer satisfaction and loyalty.

18 **Dealer tools and self-service portals**

Dedicated tools and online portals to help dealers manage warranty claims and access **real-time policy information**. Empower dealers with self-service capabilities to reduce administrative bottlenecks, accelerate claims processes and provide a more coherent customer experience.

Standardize Warranty Processes

Unify and standardize warranty operations for consistency and scalability

Fragmented processes across regions, products, and policies can create inefficiencies and inconsistencies.

Creating global standards for warranty processes helps to reduce errors and inefficiencies as well as enable businesses to scale effectively while still delivering a unified customer experience.

Best Practices

19

Global warranty framework

Establish a standardized warranty structure across regions, ensuring uniform processes, consistent service levels and streamlined compliance with local regulations. Ensure a consistent and scalable customer experience, regardless of differences in region or whether or not third parties (dealers, suppliers) are involved.

20

Centralized policy management

Use a centralized system to create, manage, and enforce warranty policies. Provide a single source of truth for all warranty policies, reducing confusion and discrepancies.

21

Simplify and standardize warranty policies

Create a unified approach for policy creation and enforcement, using customizable templates and automated rule application. Reduce the administrative burden of creating policies, while ensuring consistency and allowing flexibility for market-specific requirements.





CONCLUSION

Tapping The Potential Of Warranty Management With SLM

Modern warranty management is no longer just about processing claims—it's about delivering exceptional customer experiences, improving operational efficiency, and driving long-term business value. **And when warranty management is integrated into a broader SLM strategy, its impact multiplies—creating deeper connections between your other aftermarket functions as well as your dealers and suppliers.** By embracing automation, data-driven insights, and integrated platforms, businesses can transform their warranty programs from a cost center into a strategic asset.



Synchron Warranty Management

Synchron Warranty Management (SWM) is the only purpose-built, integrated, data-driven warranty management software that leverages AI to turn your warranty function into a streamlined source of service excellence.

With SWM, **as part of a connected SLM approach**, OEMs can streamline claims, improve supplier cost recovery, and empower service providers to deliver seamless customer experiences. The result is not just faster resolutions but stronger customer trust, better product quality, and increased brand loyalty.

By investing in modern, scalable solutions, businesses can stay ahead, meet customer needs with confidence, and unlock the full potential of their warranty programs.

[Learn more here](#)