

# Success Story: Frontmatec

Global food equipment manufacturer Frontmatec relies on Help Lightning to support remote installation and training for customers throughout the world.

**FRONTMATEC**



## Problem

Frontmatec's engineers must travel to customers to demonstrate how equipment would work in their facility, as well as fulfill a range of service needs including installation and training.

## Solution

Help Lightning enables Frontmatec to reduce in-person sales and support while still providing the highest level of customer care.

## Benefits

- ▶ **Effective Remote Support:** Provide customers with high quality remote support for installations, training, and service.
- ▶ **Innovative Customer Experience:** Respond to growing customer demand for effective remote support.
- ▶ **Pre-qualify Customers:** Provide a virtual demonstration of equipment at work to qualify customer fit with your products.

Helmut Macher is Director After Sales for Frontmatec's Central Europe division. His division began using Help Lightning after Frontmatec USA started demonstrating success. Macher shares how his team is benefiting from using Help Lightning to support customers located throughout Central Europe.

## Reduce Travel for Onsite Customer Support

Frontmatec was using Help Lightning for remote care before COVID-19 travel restrictions prevented onsite customer visits. With Help Lightning, Macher's team was able to continue providing a high level of support.

"With travel restrictions to customers in Russia, Belarus, Spain and Belgium, we were able to maintain customer satisfaction in our support, even with very technical systems."

## Answer to Customer Demand for Remote Support

The combination of border restrictions and costly travel is increasing customer demand for effective remote support. Help Lightning delivers high quality virtual support that's as effective as in-person.

"Help Lightning elevates our customer experience and we plan to use it more. The demand for remote support is also rising in our customers."

## Pre-qualify Customers Remotely

Help Lightning enables sales teams to conduct a realistic virtual demonstration of equipment to determine if it will serve customer needs and whether it can align with a customer's existing setup.

"Our sales team can use Help Lightning for walkthroughs with customers to verify if a system is a good fit for them. We can also reduce followup and support visits."



Help Lightning's Remote Visual Assistance software provides real-time video collaboration enabling company experts to work virtually side-by-side with anyone needing help, anywhere in the world. Ideal for complex equipment maintenance, repair, and training.

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