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STAR Group Case Study Ferrari

Case Study Ferrari

STAR unifies product information to help Ferrari deliver personalized content experiences across channels in any language.

Ferrari's top objectives

- ▲ Reach markets faster, reducing lead time for content development and approval
- ▲ Maximize quality and granularity of content to optimize knowledge sharing and information re-use
- ▲ Deliver efficiency gains in product information to save time and money
- ▲ Guarantee JIT delivery of on-board kits to the assembly line
- ▲ Reduce investigation and research time in workshops
- ▲ Outsource Help Desk, Technical Training, Customer Care without any loss of expertise
- ▲ Support personalized content delivery across channels

Solution

Over 10 years, STAR has established a fully outsourced solution under one roof at the Ferrari Training Centre in Maranello, Italy delivering services, automotive expertise and deploying award-winning technologies that unify product information to bring everyone into the same conversation, the one that speaks to Ferrari customers.

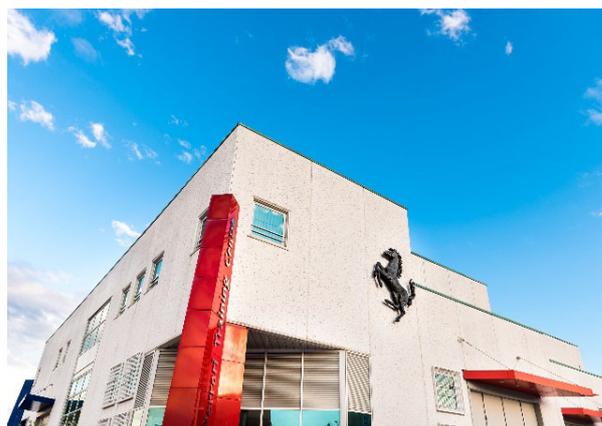


Fig. 1: Ferrari Training Centre, Maranello – Home to 60 STAR staff devoted to product information and client services

About STAR

Over a period of 30 years, working side-by-side with many of the world's major brands, we have pioneered innovative services and award-winning technologies to unify product information across channels in order to drive exceptional customer experiences in any language.

With our headquarters in Switzerland, STAR operates more than 50 offices in over 30 countries worldwide.

What we do

- ▲ Authoring, translation, printing and management of owner literature: Owner manual, quick reference guide, warranty booklet, infotainment owner’s manual, supplements, etc.
- ▲ Authoring, translation and multimedia publication of service literature: Workshop manual, troubleshooting, wiring diagrams, etc.
- ▲ Authoring, translation and management of service bulletins and recall campaigns
- ▲ Authoring, translation and publication of spare parts catalogs, accessories and options
- ▲ Technical help desk for dealers, technical training and customer care
- ▲ Process, product and design engineering, 3D engineering deliverables including CGI and VFX
- ▲ Printing, logistics, warehousing and distribution



Fig. 2: Personalized owner literature

Outcome

- ▲ Award-winning STAR technologies and expertise deliver unrivaled access to intelligent content that connects customers, dealers and technicians with the relevant personalized content. Shorter repair times are achieved as a result of personalized content journeys.

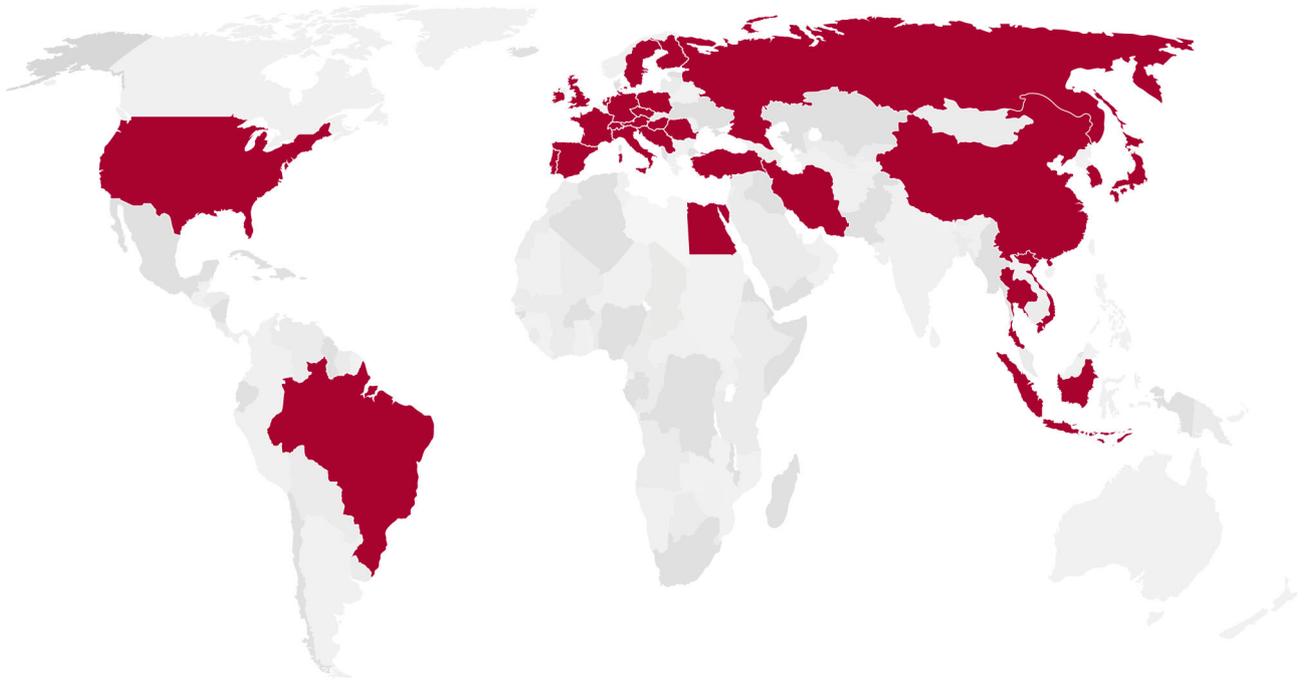
- ▲ Portal and pen drive for intelligent technical information, integrated troubleshooting, diagnostics, wiring, electrical systems, flat rates, parts catalogs and workshop information for dynamic, interactive and multimedia support. Technicians follow all stages of repair from check-in to delivery.
- ▲ Dedicated STAR workshop, training classroom complex and worldwide customer help desk are located side by side with product information and engineering teams for enhanced knowledge sharing.
- ▲ Faster time to market, lower costs, shorter lead times with JIT delivery to the assembly line, multichannel publishing and scalable CGI, Augmented and Virtual Reality products. Product information deliverables deployed upstream in marketing.



Fig. 3: Ferrari Training Classroom



Fig. 4: STAR engineering CGI, AR and VFX products.



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