Essentia
Where being your OnE partner comes to life
Teamed to serve you. Anytime, anywhere
Creating an industry-unique platform

OnE

Food

Beverage

Laundry

Customer Care

Buy or Rent

Business community
The OnE

making our customers’ work-life easier, more profitable – and truly sustainable every day
Our best contribution to the overall mission:

Providing the **best in class service for availability, reliability and quality perception** of Electrolux Professional products

...through Essentia.
The OnE
for full-service offerings

assured performance and peace of mind
increasing revenue
throughout the equipment lifetime
increasing customer loyalty

Food Solutions
Laundry Solutions
Beverage Solutions
The journey of Essentia from a transactional business to the service product.
A constant growth, aiming to become a consistent part of Electrolux Professional revenue
Strategic Foundation for Profitable growth

NPS
Revenue
Quality: SCR and Warranty cost

Growth
Key geographical growth areas: Focus on Europe then North America, SEA/Oceania and MEA
Strengthen Service offering as part of Chain and Key Account business solution
Service Agreements to be the spinning wheel for additional business in the service portfolio

Easy to service
Connected Services in all Agreements
Installed Base Management
Design For Service
Service Providers

Easy to sell
E-business
Marketing and iTools for sales
Accessories & consumables alignment
Standardized & modularized Service's

Operational Excellence
Installed Base data (PST)
IT Support System/Tools
Parts & Logistics
Field Quality (SN)
Speed of Resolution

Service Innovation
Connected services, software
Capitalize on gathered data
Service specific R&D
Business models
Analytics

People Resource
Quality, Safety & Hygiene
Attract - Culture
Train - Certification
Retain - Career path
5 priority areas of development

- Service sales
- Service Excellence
- Service product development
- Speed of Resolution
- Service Training Coordination
Essentia – The Content

- User maintenance guide
- General Essentia brochure
- Service Sales Guide
- 20+ Advertising cards
- Service Agreements offering & calculator
- Connected services
- Electrolux Workwear & identity
- Maintenance Kits
- 600+ Genuine Accessories and consumable guide
- Electrolux branded chemical selection guide
- 3,500+ Genuine Universal Parts guide
- Commissioning & maintenance guide
Service agreements you can trust

OnE assured performance and peace of mind
Support Agreements

...drive growth and increase customer loyalty

- End of life replacement
- Preventative Maintenance
- Accessories & Consumables
- Post service recommendations
- Repairs
- Spare parts
OnE service network. Always available to serve

149 Countries Served

2,200 Authorized Service Partners

10,000 Service Engineers
Faster Speed of Resolution through specialized teams
Faster Speed of Resolution through digital tools
Genuine Parts, Accessories and Consumables

Discover the potential of a long term relationship
Genuine Parts, Accessories and Consumables

- Developed with the machines
- Tested by R&D for maximum, long-lasting performance
- Key component of the OnE solution
Approved detergents and sanitising agents for hygienic, consistent, results every time
Electrolux Genuine Chemicals

• Taking ownership of the full supply (machine and chemicals)

• Creating sustainable chemicals that respect the environment

• Lab testing chemicals to ensure best performances and long lasting machine lifetime
Digital Tools to drive targeted sales
Digital tools to connect

Sales

Customers

Appliances
Connectivity

An ever-expanding offering of solutions
The OnE Approach

Connectivity

Intelligent machines + Actionable Insights + Physical support
Connected Service Infrastructure

- A standardised model that can be replicated in every country
- The backbone is a digitalised service network
- Transformation of the service network
- Enabling Essentia
Quality is quintessential in Essentia
Faster Speed of Resolution

- Clear escalation procedure to reduce stress on R&D
- Recurrent quality issues identified at an early stage and tackled as individual projects
The Essentia Academy provides the solid foundation of the Essentia approach to the market
800 product training every year
6,500 attendees

Delivered through a model covering self-learning, web-led courses and in-person training at our training facilities
Essentia in the Centers of Excellence
Sales development

Launch of Essentia
December 2017

Implementation in Pilot Countries

Training & Tools establishments

Starting to get Grip in Pilot Countries

Establishment in Pilot Countries

Global Launch of Essentia

Essentia is the OnE Professional service solution world wide

Customer Care & Quality
Let’s Reshape Service. Together!