

ASG Partnership Saves Angiodynamics Money and Increases Customer Satisfaction

The Challenge

Angiodynamics, a maker of oncology medical device equipment known for its superior disruptive and differentiated technologies, is well known for manufacturing innovative and groundbreaking products that improve patient care. While customers appreciated the company's visionary products, they were beginning to experience disruption of a different sort as Angiodynamics' service and repair department struggled to meet the demands of fluctuating service requests, an increasing backlog of repairs and the rising costs of meeting customers' ever growing and evolving service and repair needs.

Realizing that their service model was negatively impacting the company's reputation for excellence and their bottom line, Angiodynamics turned to Alpha Source Group to develop a service and repair model that would elevate the company above the competition and solidify their position as a leader in the ultra-competitive medical device industry.

The Alpha Source Group Solution

After analyzing Angiodynamics' service needs, ASG's team quickly realized that the company's small centralized service department, with only one regionally located depot center, was hindering their response times. The ASG solution was to transfer all domestic equipment repair to ASG's depot centers, dramatically expanding Angiodynamics' service footprint across the country. This meant an almost immediate improvement in service response and repair times.

In addition, Angiodynamics was struggling with fluctuating service demands from customers which created staffing challenges, high turnover and problems for the sales team who were fielding complaints from dissatisfied customers. Alpha Source Group expanded the Angiodynamics service team by rapidly training their 150 field engineers and 60 depot repair staff to provide Angiodynamics with flexible, nimble experts who could quickly handle repair calls from any part of the country.

Angiodynamics also took advantage of ASG's deep expertise in FDA regulations and requirements for the service and repair of medical device equipment. All ASG field team members are trained to go beyond the standards set by OEMs and meet all FDA requirements. The ASG team works closely with Angiodynamics' quality and regulatory departments to ensure that the service partnership meets or exceeds all quality and safety standards set by the FDA. In addition, ASG's expertise servicing end-of-service-life (EOSL) equipment took the burden off Angiodynamics to store and maintain old parts and keep retraining new service team members on EOSL products.





By integrating their small service team with Alpha Source Group, Angiodynamics has strengthened and expanded their service offering. The result is minimized fix times, maximum repair success and improved two-way communications with customers. In turn, this has led to an increase in sales leads and product improvements based on customer feedback. Freed up from service worries, Angiodynamics has been able to renew their focus on a tight set of critical capabilities including innovation, manufacturing and sales, leading to an improved bottom line and a more effective business model overall.

The Results

Angiodynamics saw:

- A nearly 30% cost savings by outsourcing their service.
- Customer satisfaction greatly improved with customers rating service rising to an average of 4.7 to 4.9 out of five stars.
- Improved customer communication.
- Freed up to focus on the core business of product innovation.

“We thought being the OEM meant we could provide the best service on our equipment. But decreasing customer satisfaction combined with rising costs told us otherwise. We partnered with Alpha Source Group not just for the cost savings, but because they are better equipped to deliver superior service and make our customers happy. Because of their size and expertise, Alpha Source Group is able to adjust to our changing service demands quickly and efficiently. We were so impressed with their work that we’ve expanded our partnership with them to include some international projects and field service.”

Vice President Manufacturing & Operations, Angiodynamics