

- A Case Study

SnoBear USA — Warranty Claims Management for Dealer Networks with TeamTracks

Client Overview

SnoBear USA is a specialty vehicle manufacturer serving customers operating in winter and ice conditions. The company designs, manufactures, and supports track-based vehicles used primarily for ice fishing and winter recreation. SnoBear USA operates a sales and support model through an authorized dealer network responsible for vehicle sales, service, and warranty repairs.

Given the harsh operating environment in which its products are used, warranty claims and after-sales support are a core operational function within the organization.



Repairs are done by the dealers at their locations and claims are made from the Dealer to SnoBear for parts and labor used in the repair on vehicles that are under warranty.

The Before Picture

SnoBear tracked and managed claims from its dealers manually using email, phone and spreadsheets.

Claims were made by the dealer who filled out a paper form and sending the form back to SnoBear via email.

The dealers did not have access to a parts table and often claimed for the replacement of full assemblies rather than individual parts. The dealers did not have access to a labor table of standard repairs and their SRTs (standard repair times). This caused many claims to be inaccurate and over-claimed.

SnoBear estimated that over 90% of initial claims made by dealers were inaccurate.

Dealers did not have access to a current list of the warranty status of their vehicles or the history of claims and repairs previously done on their vehicles.

SnoBear used excel spreadsheets to track dealer claims and their status. SnoBear had to manually update the spreadsheets as claims progressed and as they received more data from the dealers.

Any additional data and attached files and pictures were kept in the email chains and file folders. This led to long email chains and data spread over emails and files.

The dealers had no visibility into their claims and their current status.

When a dealer asked about the status of a claim or would appeal a rejected claim, SnoBear would have to search through long email chains and the spreadheads since there was no central store of data.

Since the nature of their product caused seasonal peaks in claims (i.e. in winter) SnoBear would have to add temporary staff to keep up with the load during the busy season.

The administrative overhead of this inefficient manual process led to a lot of non-value work (“busywork”) being done by the SnoBear warranty team - answering phone calls, checking emails, updating spreadsheets, searching long email chains and files, manually preparing emails and reminders, etc.

Claims were often over-claimed by the dealers who had no access to parts and labor tables, and there was potential for overpaying claims.

Parts that were under warranty that could have been sent back to the suppliers by SnoBear for credit or refund were often not returned by the dealers to SnoBear thereby increasing the cost of claims.

The dealer experience was poor.

The only way to scale this manual process was to add more staff.

Goals and Decisions

- Have the process accessible over the web for the warranty team and dealers so it can be accessed 24*7.
- Reduce manual steps and touchpoints. Reduce “busywork” in processing claims.
- Centralize all claim data, files, emails and communications related to a claim in database and tied to each individual claim.
- Improve the accuracy of claims made by the dealers to reduce overpayments and speed up the claims approvals.
- Implement SnoBear’s desired workflow and custom data.
- Setup a Dealer Portal for self-service.
- Find a solution that was standalone and focused on claims management.

Solution

SnoBear selected **TeamTracks**, a configurable solution with predefined templates for warranty claims and after-sales operations, by Renewity Systems. TeamTracks provided a structured foundation for warranty management while allowing SnoBear to configure workflows, data models, and access controls to align with its operational approach / requirements.

The spreadsheet could be retired with a true process management solution. The “gaps” between spreadsheets, emails, files, phone calls could be bridged reducing data errors and stopping the time-consuming searches for data. Emails could be created on the fly automatically. Notifications could be sent automatically.

All claims and related data and communications could be kept in the TeamTracks database that is available over the web.

TeamTracks could allow the definition of the claims workflows and had an industry-proven framework for the development of after-sales processes specific for manufacturers.

The Renewity Systems process consulting team worked with the SnoBear warranty team to define and map the claims handling process. Once the claims process, custom data and automations were defined it was easily setup and prototyped in TeamTracks by the Renewity Systems process consulting team. The Renewity Systems process consulting team worked with SnoBear to rapidly complete the configuration, test the workflows, and launch the solution.

TeamTracks could provide a dealer portal. Another benefit was there were no licensing costs for the dealers to use the TeamTracks portal. The portal could be branded and configured easily with no-code.

Configuration Setup:

Product Master Data Management and Warranty Registration

A centralized vehicle master record was established within TeamTracks to capture warranty-relevant data across the full vehicle lifecycle. Each record begins at VIN creation and persists through subsequent stages, including dealer assignment, sale to the end customer, warranty repairs, and ownership changes.

A part table was setup that the dealers could use in preparing their claims. This would include the Part Number, Part Description and Part Price.

A labor table was setup that the dealers could use in preparing their claims that included labor description and SRT (Standard Repair Times).

Workflow stages were designed so that data is entered by the responsible party at each point in the lifecycle, ensuring consistency and accountability. This approach established a reliable and authoritative source of vehicle and warranty data – i.e. a system of record.

Warranty Claims Management

TeamTracks was configured to support SnoBear's structured warranty claims process. Authorized dealers submit claims against specific vehicles, which then move through a defined approval workflow.

The claims process includes initial submission, review and approval, a defined repair completion window, claim updates where required, and final approval. The system also supports claim denials and a formal appeal workflow, ensuring that exceptions are handled consistently.

RMA Management

Return Merchandise Authorizations (RMAs) were implemented as a distinct but integrated component of the warranty process. RMAs are issued against specific parts associated with a claim and are linked to the vehicle, dealer, and customer.

This structure enables SnoBear to manage parts returns in the context of warranty cost recovery, including returns to suppliers for credit or replacement under applicable supplier warranty arrangements.

The After Picture

The initial cost of TeamTracks including license fees and the one-time cost of process consulting and onboarding was fully recovered by SnoBear early in the second year.

SnoBear has achieved an ongoing ROI of 4x the cost of TeamTracks from the second year of its use.

These savings came from reduced data entry, reduced data errors, reduced phone calls and manual emails, improved efficiencies, and eliminating non-value tasks (“busywork”) with automation.

The cost of claims was reduced by improving the accuracy of claims by the dealers and reducing over payment of claims. More faulty parts under warranty are now being sent back to SnoBear from the dealers which SnoBear now sends back to its suppliers for refund also reducing the cost of claims.

Time to approve claims was reduced by 90%. The average time to fully process a claim went from 1 hour to 5 minutes. The accuracy of claims has improved so now 98% of the claims are not altered from the pre-approved initial claim.

Agent time to follow up with dealers to register their vehicles was eliminated as dealers now do this in the dealer portal.

Agent time to answer emails and calls on the warranty status of vehicles was almost eliminated – as the dealers could do this in the dealer portal. Dealers also have a full history of their claims and repairs.

All communications with the dealers are now done through the dealer portal – greatly reducing phone calls and emails.

All emails and attached files are now kept with each claim record automatically. Outlook is used much less.

The dealer experience has greatly improved with 100% of their dealers using the portal.

The spreadsheet was put to rest.