

## Press Release

### **New Customer Care Teams Ensure Agile and Intensive Customer Support**

*Hanover, 15 July 2020*

**Viscom has reorganized its interfaces to the company's European customers as of 1 July 2020. With the reorganization, the market and technology leader for inspection solutions intends to enhance its customer focus and improve service accessibility even further. The establishment of customer care teams for each product area will ensure the achievement of these objectives. The newly created teams support and assist Viscom's customers in their selection of the right inspection solutions as well as in the purchase, commissioning, training and maintenance of these. This will reduce processing times and enable the comprehensive, precisely tailored implementation of customer-specific requirements.**

These new customer care teams are composed of specialists from the areas of AOI, AXI, MXI, wire bond inspection, SPI, CCI and various applications such as battery inspection, 5G, e-mobility and consumer electronics. They are responsible for technical sales, project management, applications, maintenance and repair as well as the hotline, and provide competent, targeted support to customers throughout the entire product life cycle. The newly created customer care teams are replacing the previous divisions such as SP and NP with a streamlined, service-oriented and sustainably successful organization.

The central sales organization also includes direct sales, key account management and regional collaboration with the European sales representatives, who will remain the primary contacts for the customers. In providing professional customer support, the customer care teams will also access the expertise of our specialists in the central service and product development departments.

"This realignment took place as a second step following the earlier successful reorganization of our product and software development division, which is working at full speed on various innovations to ensure that Viscom continues to inspire with its advanced inspection solutions delivering the highest level of quality. By charting this course, we can ensure powerful and professional collaboration at all levels," said Carsten

Salewski, Head of Sales, Marketing and International Business at Viscom AG.



Viscom has reorganized its customer service for European customers as of 1 July 2020 and established new customer care teams.

### **About Viscom**

Founded in 1984, Viscom AG is one of the leading suppliers worldwide in the field of assembly inspection within electronics production. With its headquarters and production site in Hanover, Germany, the company develops, produces and sells high-quality inspection systems from the areas of AOI, SPI, AXI, MXI, bond inspection as well as CCI for protective coating inspection. The systems from Hanover set high standards in terms of accuracy and speed. The product range covers the complete spectrum of optical inspection and X-ray inspection for small- and medium-sized companies as well as for large series production. Viscom systems are used for 100% automatic inspection of electronic assemblies such as in the production of automotive electronics, aerospace technology or in the manufacture of telecommunications electronics.

Product development also focuses on customer-specific system developments and networking with other production processes for smart factory applications. In order to achieve this, Viscom AG increasingly invests in its own software and hardware development, which is constantly defining new standards in inspection technology.

International sales are handled by a broad network of its own subsidiaries, application centers, service centers and representatives. A service team of in-house technicians and application specialists commission Viscom systems worldwide, offering maintenance, conversion and modernization from a single source. In addition, system-specific training courses are offered for customers' operators, programmers and maintenance personnel. Experienced engineers and technicians from the application and service departments share their expert knowledge with participants.

Viscom AG has been listed on the Frankfurt Stock Exchange since 2006 (ISIN: DE0007846867).