



MAX SERVICE 1-877-422-7344

100% Availability. 100% Support.

DEALER REFERENCE GUIDE

DOWNTIME IS NOT AN OPTION



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**LESS DOWNTIME,
MAX SATISFACTION.**

Your Max Service support network will help you minimize downtime, which increases the productivity of your Case IH equipment and your return on investment. Your complete satisfaction is our goal. Together, your dealer and Max Service are here for you whenever you need help.

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Customer Relations

The Case IH Customer Relations team provides answers to general customer inquiries, such as:

- Closest dealer
- Product questions and brochure requests
- Customer promotions and offers

The Customer Relations team works in partnership with your dealership and Case IH to handle complex customer requests and complaints.

The Customer Relations team contacts the dealership first and continues to work in partnership until the customer's question is answered or their request is solved.

Case IH Professional Care

For campaigns designated 'Professional Care' in campaign bulletins, contact this team for machine eligibility, prioritization or status of campaign parts order.

Call the main number, choose Option 3
(or)

email caseih@caseihprofessionalcare.com

Contact Information

Phone:
1-877-422-7344

Language Selection:

- English
- French
- Spanish (Q1 2011)

Menu to Choose the Service:

- Option 1 – Customer Relations
- Option 2 – Breakdown Assistance
- Option 3 – Case IH Professional Care

Email Customer Relations At:

maxservice.na@cnh.com

Email Breakdown Assistance At:

bdaccna@cnh.com

Hours of Operation:

April – November
7 Days a week
8 AM – 11 PM EST

December – March
Monday thru Saturday
8 AM – 11 PM EST

More Information Available on Web University:

Program Overview [US51PSR101EN]
BDA Program Training [USRZALB101-1EN]

Breakdown Assistance (BDA)

Request BDA program support when a customer's machine needs to be back in operation ASAP.

**Need parts urgently to complete the work?
Select 1B order type to order the parts.**

This is the only order type where every part is expedited and monitored until the dealership confirms receipt.

- At order entry provide contact name at the dealership and phone number for part updates
- The BDA Team calls the dealership to confirm the sourcing location(s) and provide delivery information
- No order entry cut-off time
- No shipment size limitation
- Shipment via special carrier to arrive same day (where possible) or following day

Note: Drop ship information must be entered at the time of order entry.

Request priority technical assistance by submitting a SOS / BDA concern type in ASIST.

The concern will be handled first by Technical Support and the BDA team will alert your field service representative that your dealership requests BDA program support.

Your field service representative can also consider reimbursement for the use of alternative solutions such as provision of a loaner, service work to rob parts or make a temporary repair to keep a customer running.

Products Eligible for BDA*

- Steiger® Tractors
- Magnum™ Tractors
- Maxxum® Tractors
- Puma® Tractors
- Sugar Cane Harvesters
- Early Riser® Planters
- Seeding Equipment
- Titan™ Floaters
- Axial-Flow® Combines and Headers
- Patriot® Sprayers
- Module Express™ Cotton Pickers

Speak with your field service representative about machines that do not meet these criteria.

*within standard base warranty

