

探析工程机械的财富模式



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破解服务难题的钥匙 P60  
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# 雷沃的 “破”与“立”

经历了一番痛苦阵痛的生产企业们  
早已领悟到“不破不立”的含义,  
然而,谁又能拿出足够的勇气来“破”,  
拿出足够的诚意来“立”?

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FEATURE

特写



## 四川九寨沟地震 徐工集团救援在行动

得知灾情的第一时间，徐工集团董事长、党委书记王民于当晚 23:30 作出指示，要求徐工集团紧急行动。

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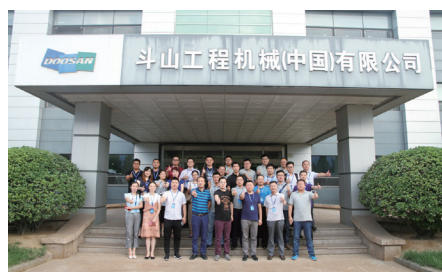
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COVER STORY

## Lovol's "broken" and "stand"

2017 is supposed to be the year that China's engineering machinery industry has touched bottom, and the rapid development of the industry is upending the traditional rules of the industry.

The production companies that have experienced painful travail have already realized the meaning of transformation, however, who can produce enough courage and sincerity to transform?

But the story of the transformation has been staged in Lovol. Perhaps a few years ago, Lovol was left behind in the engineering machinery, but now Lovol has become one of the fastest growing engineering machinery companies in the industry.

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INDUSTRY ANALYSIS

## The 2017 China shovel dirt transport machinery industry annual conference has been successfully held in Baotou

On August 29-31, 2017, by China construction machinery industry association shoveling transport machinery branch of the host and one group of Inner Mongolia earth engineering machinery co., LTD., supported by 2017 shoveling transport machinery industry annual meeting was held in baotou, Inner Mongolia region. The theme of the conference is to "practice new ideas and create new achievements" as the theme, to grasp current trends, exchange and share successful experiences, and explore new drivers and potential of industry development. The leaders of various associations, industry member enterprises and matching enterprise representatives and media guests attended the meeting in a total of nearly 100 people, and carried out targeted high-level dialogues and exchanges and discussions.

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FEATURE

## Hitachi construction machinery group: do business cannot be done at one go

Quality determines the history of the company. As the world's top 500 companies with a history of 100 years, Hitachi has never ceased to develop and manufacture, and has always kept a constant focus on global customers. Hitachi has always advocated green environmental protection and social responsibility, and has a world-class enterprise's mind. The century-old accumulation has made Hitachi construction machine more indestructible, both for the future development direction of the market, and for the redistribution of profit growth points. The robust style and deep heritage make Hitachi capable of withstanding the drastic effects of economic cycle fluctuations.

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MARKETING

## A key to solving a service problem

For some newly launched market products, the artificial intelligent fault diagnosis system can only give full play to its advantages due to the insufficient data accumulation. We can use augmented reality technology, the introduction of expert consultation system, for the first line of service personnel to provide online help, help them to find fault as soon as possible, and to guide them for repair. In this way, more maintenance services can be undertaken by junior engineers with less experience and less theoretical basis, thus solving a major problem in customer service.

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