

KNAPP North America Establishes Executive-Led Customer Service Model for Large-Scale Automation

Promotion of Deep Tayal to Senior Vice President of Customer Service highlights KNAPP's commitment to proactive, data-driven support and long-term customer success across North America.

Atlanta, Georgia – February 16, 2026 – [KNAPP](#) NORTH AMERICA, the reliable technology partner for value chain innovation, has promoted Deep Tayal to Senior Vice President of Customer Service. In this role, Tayal holds executive responsibility for KNAPP North America's customer service organization, overseeing service strategy, operating models, infrastructure, and execution across the United States and Canada. His mandate includes transforming traditional service approaches into proactive, data-driven, lifecycle-focused models that support increasingly complex and business-critical warehouse automation systems.

With more than 10 years of experience in engineering, operations, and customer success, Tayal brings a strategic mindset and deep technical expertise to the role. Since joining KNAPP, he has played a key role in modernizing the company's service approach, introducing digital platforms, performance metrics and customer-centric processes that support long-term operational success.

As one of the top global third-party logistics (3PL) providers, Kuehne + Nagel works with automation partners—such as KNAPP—to design and operate highly automated warehouses for end customers. Donald Potter, Vice President, Design and Launch Consumer for Kuehne + Nagel Americas commented, “Our experience with KNAPP's Customer Service team has been overwhelmingly positive. Alessandro and Deep played a key role in helping us quickly establish a workable contract. KNAPP's leadership enabled us to move forward decisively and resolve critical topics on the spot. One standout example was how the team managed the complex financial structure of the contract, which required keeping everything aligned with our end customer as a 3PL. Their ability to navigate this complexity ensured a smooth and successful launch of the operation.”

METRO Inc. is a food and pharmacy leader based in Québec and Ontario with annual sales of more than \$21 billion. Yanick Blanchet, Vice President, Supply Chain remarked, “Working with KNAPP's Customer Service team has been a remarkable experience. Their deep technical knowledge and constant availability to support our operations around the clock truly stand out. The leadership team demonstrates strong commitment and collaboration, which have significantly contributed to our overall success and satisfaction. KNAPP distinguishes itself through its efficiency in finding practical and timely solutions to our operational challenges. We are sincerely grateful for this constructive partnership and the continuous effort the team invests to go above and beyond our expectations.”

Tayal added, “Customer service is no longer reactive—it's predictive, data-driven, and deeply integrated into the automation lifecycle. We're building a service culture that's not just about uptime, but about long-term customer success.”

Tayal's promotion comes as KNAPP North America continues to expand its footprint in retail, food, healthcare and manufacturing. Working closely with global executive leadership, including Alessandro Freidl—Executive Vice President of Customer Service North America and based in

KNAPP's global headquarters in Austria—Tayal plays a key role in translating KNAPP's global service vision into scalable regional execution while ensuring that best practices developed in North America help inform broader enterprise service strategies.

Under Tayal's leadership, KNAPP is advancing several other key initiatives:

- Predictive maintenance and condition monitoring to reduce unplanned downtime.
- Data-driven service metrics to improve responsiveness and optimize cost of ownership.
- Integrated digital platforms like KiSoft CMMS for real-time visibility and diagnostics.
- Resident engineering programs that embed KNAPP experts on-site for continuous improvement.

A cornerstone of this transformation is the launch of KNAPP's Multi-Site Control Center (MSCC), currently being established in the greater Atlanta area, at the company's Kennesaw, Georgia office. Designed and led under Freidl and Tayal's direction, the MSCC represents a shift from traditional site-based service models to a centralized, expert-led service operating framework.

The MSCC will provide 24/7 first- and second-level technical support, proactive system monitoring and coordinated incident response across U.S. and Canadian customer sites. It consolidates real-time data, diagnostics and expert decision-making into a single control center to reduce unplanned downtime, improve service predictability and help customers avoid unnecessary capital expenditures and excess operating costs. In some cases, this approach can save customers hundreds of thousands to millions of dollars over the system lifecycle.

Tayal is available for interviews and commentary on:

- The evolution of customer service in warehouse automation
- How digital tools and predictive analytics are transforming service delivery
- Building resilient supply chains through lifecycle service models
- KNAPP's approach to customer-centric innovation
- Insights from recent customer success stories featured in this announcement
- The upcoming launch of KNAPP's Multi-Site Control Center (MSCC) in Kennesaw, Georgia

[KNAPP](#) is the reliable technology partner for value-chain innovation. Headquartered in Austria with 54 subsidiaries worldwide, KNAPP provides proven software and hardware solutions for intelligent logistics automation, from production and distribution to point of sale. A collaborative approach and intelligent, data-driven services position KNAPP as a trusted, stable partner for success in healthcare, retail, fashion and apparel, food and grocery, wholesale, manufacturing and ecommerce.

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