

ClickSoftware

The Roadmap to Field Service Engagement

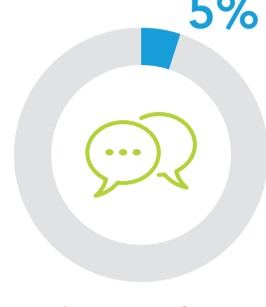
Transitioning from a Cost Center to Engagement Driver



Disrupt What Isn't Working

Why Disruptions Matter

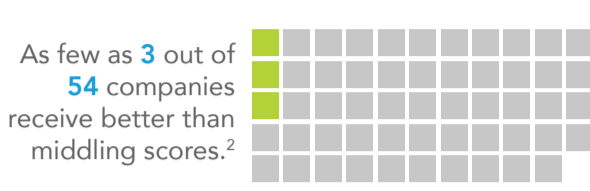
Few would describe field service as a business of emotions. But in today's digital world, field service customers' needs are getting left behind. Field service management must start here, if we wish to survive.



Fewer than **5%** of consumer respondents indicated service suppliers communicated with them via channels such as social media, real-time mobile tracking Interactive, Voice Recognition (IVR), or a website.¹



Just **3%** of suppliers ranked "response times" as a top service priority.¹



An **Accenture** study reported

64%

of consumers switched providers due to poor customer service.³

In addition

60%

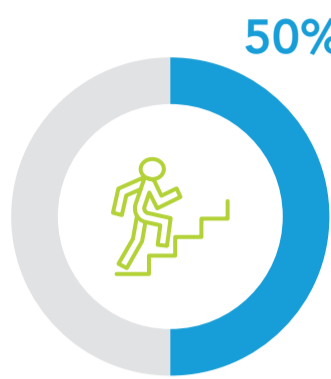
said they were more likely to switch providers today, compared to ten years ago.³

Performing a Disruptive Audit

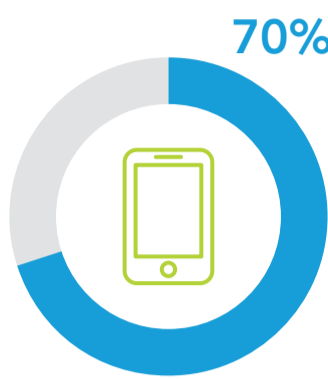
Field service technology is a competitive market. But as we previously explored, field service on the whole is struggling to keep up with technology.



52% of companies are still using manual methods to handle field service.⁴



Nearly **half of all** service agents feel their current tools in the field "are not fast enough."⁵



And yet, more than **70%** of mobile workers will use a tablet, or hybrid device with tablet-like characteristics in the field by 2018.⁶



Unlock Service Interactions

Getting Internal Buy-In

Delivering the right customer experience takes time and deliberate effort. Gaining momentum toward new business models and technology requires achieving buy-in from C-Suite, on down to field service professionals.

Gartner Research recently reported that nearly

90%

of marketers expect to compete primarily on the basis of customer experience this year.⁷

A full **76%** of field service providers reported they have struggled to achieve profitable revenue growth, according to a recent **Technology Services Industry Association** study.⁸

The **24%** of organizations that are consistently achieving high-growth and high margin also exhibit a "laser focus on the customer."⁸

Measuring satisfaction on customer journeys is

30%

more predictive of overall customer satisfaction than measuring happiness for each individual interaction.⁹

Maximizing satisfaction with customer journeys has the potential not only to increase customer satisfaction by **20%** but also to lift revenue by up to **15%** while lowering the cost of serving customers by as much as **20%**.⁹

20%



15%



20%



Operationalize Human Potential

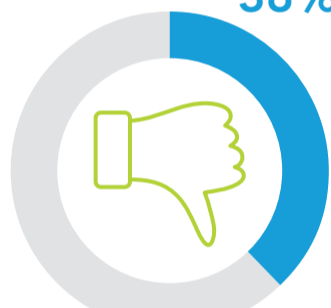
Scaling Ideas to Action

Training is a journey, not a destination. And field service organizations that wish to scale new field service management ideals to action should plan for big changes in their training programs.

According to a study by Aberdeen, **76%** of best-in-class field service organizations have formal mentoring or coaching programs.¹⁰



A measly **38%** of lower-performing field service organizations have similar training in place.¹⁰



Unboxing Expectations

Expectations for technology are sky high in every industry. Software and technology improve the customer experience drastically.

Logging Service History

9 out of **10** best-in-class field service organizations have a central database for taking advantage of field service history and customer data.¹¹



Improving Access to Information in the Field

Best-in-class field service organizations are **52%** more likely to have invested in mobile tools that can provide techs better access to information in the field.¹²



Right Solutions in the Right Hands

As new technologies and implementations roll out, focus on ensuring each player knows exactly how to implement the technology involved in their daily work. Here are some ways field service organizations are empowering different team members with technology:

Access to Experts While in the Field

Nearly **75%** of best-in-class field service organizations provide field techs with remote access to experts while at a customer site, thereby improving the likelihood of first visit, on-site resolution.¹³



Access to Knowledge While in the Field

50% of best-in-class organizations provide field techs with access to knowledge management systems that aid in troubleshooting and diagnosis.¹⁴



Optimize the Experience

↑ 5% = ↑ 95%

Increasing customer retention rates by a mere **5%** can increase profits by **25% to 95%**.¹⁵

86% of buyers will pay more for a better customer experience—will service suppliers leave this revenue on the table?¹⁶



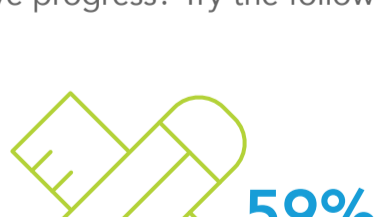
Field Service Feedback Starters

Wondering how to kick-start a culture of openness, honesty, and positive progress? Try the following:



Roundtables

Invite professionals from different levels of the organization to discuss what works, what doesn't and how to improve. And order some pizza! Feeding your employees free lunch has proven to produce an ROI of up to **150%**.¹⁷



Measure

Common benchmarks include a net promoter score, churn rate, new acquisitions, or tracking comments on a self-service portal (or via social media). A full **59%** of 25-35 year olds share poor experiences online.¹⁸



Focus Groups

Consider paying to have 8-12 prospect customers get together to discuss the pros and cons of self-service scheduling, or even the functionality of your latest mobile app. **The Marketing Research Association** reports that nearly **70%** of all corporate research spending goes towards focus groups.¹⁹



Self-service Portals

According to a study from **Microsoft**, **90%** of consumers now expect a brand or organization to offer a self-service customer support portal.²⁰



Email Surveys

Getting just **2-3** questions answered from each customer would give you enough information over the course of a couple months to make big changes in your service.

Sources

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