

# ARE YOU MAKING THE MOST OF YOUR FIELD SERVICE CALLS?



**DEPLOYING THE RIGHT MOBILE FIELD SERVICE SOLUTION CAN DECREASE YOUR COSTS, INCREASE YOUR REVENUE, ENHANCE CROSS-SELLING OPPORTUNITIES AND IMPROVE OVERALL CUSTOMER SATISFACTION.**

It's time to take a good hard look at how your service professionals communicate in the field. If your field service organization is not operating at peak efficiency, it impacts many areas of your business – from net revenue and profit margins to customer satisfaction and loyalty. Fortunately, deploying the right mobile field service solution can help maximize your field teams' productivity by eliminating unnecessary paperwork, optimizing fleet management and giving them immediate access to critical information. The result? Decreased costs, increased revenue, enhanced cross-sell opportunities and better customer satisfaction.

## THE FRONT LINE

Many types of businesses rely on field service teams. Manufacturers rely on field service professionals to service equipment in homes and businesses. Utilities use them to repair and fix malfunctioning equipment, to set up new customers, to read meters and more. Packaged goods suppliers need field service teams to stock retail shelves and repair refrigerators, freezers, vending machines and other on-premise equipment.



On-site technicians need a wealth of information to perform their jobs quickly and properly. A lack of information can result in longer service times and possibly a second service visit — which translates into longer periods of downtime for customers. Whether you are repairing industrial equipment on the manufacturing floor or on a farm, a copier in an office, medical equipment in a hospital or restoring service such as telephone, cable or electric for the customer, every second counts.

Oftentimes, field service professionals are the primary or only source of customer contact post sale. They can play a pivotal role in making or breaking customer loyalties. Empowered with the right mobile field service solution, companies can decrease costs, increase service revenue and enhance customer satisfaction and loyalty almost instantly. Here's how.

# REALIZING GREATER EFFICIENCIES

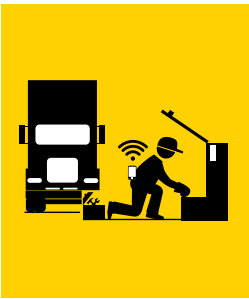


**One of the key benefits a mobile field service solution can provide is better efficiency, which leads to reduced costs.** By deploying the right mobile solutions, companies can realize significant cost savings in inventory and maintenance costs as well as reduced customer disputes and data errors.



## REDUCED INVENTORY COSTS

**CHALLENGE:** Before the introduction of mobile devices, enterprises were forced to stock their inventory at high levels, which impacts overall cash flow and profitability.  
**MOBILE SOLUTION:** A real-time inventory management system – both in the warehouse and in trucks in the field – allows parts to be deducted from inventory as they are used.  
**RESULT:** Stock levels and capital requirements are reduced but the right parts are still available when needed, thereby allowing more service calls to be resolved on the first visit.



## LOWER FUEL AND MAINTENANCE COSTS

**CHALLENGE:** High fuel costs take a bite out of profit.  
**MOBILE SOLUTION:** Service calls can be easily aggregated at the start of each business day to reduce technician travel. Dynamic dispatch also enables the worker nearest the customer to be identified when last-minute schedule changes are required.  
**RESULT:** Service technicians spend less time driving and more time servicing customers, hence lowering fleet costs and enhancing revenue.



## LESS FREQUENT CUSTOMER DISPUTES

**CHALLENGE:** Businesses waste time tracing down paperwork to resolve customer issues and disputes.  
**MOBILE SOLUTION:** Information about the service visit – including technician arrival and departure times, detailed records of what service was performed and what parts were used and more – is just a keystroke away.  
**RESULT:** No time wasted searching for paperwork.



## FEWER DATA ERRORS

**CHALLENGE:** Errors in the original capture of data or during data entry of handwritten forms translates into reduced staff productivity, inaccurate invoicing and erroneous customer history files.  
**MOBILE SOLUTION:** Data collection is automated via drop-down menus, check boxes and autofill fields. In addition, data is transmitted directly to back-end business systems, eliminating the need for data entry of paper forms.  
**RESULT:** Better efficiency that leads to six-sigma data accuracy.

# INCREASING BOTTOM LINE RESULTS



The greater efficiencies provided by a mobile field service solution can lead to greater revenue, as more service calls can be supported in a day. But that's not the only way that mobilizing your field service teams can enhance your revenue. It can also help you improve cash flow by ensuring bills get out faster. And it can help your business turn field service from a cost center into a profit center by providing tools that help field service professionals upsell customers on items like service contracts.

The right mobile field service solution can help companies improve the bottom line by decreasing paper work, enabling cross-selling opportunities and improving cash flow.



## DECREASED PAPERWORK AND INCREASED SERVICE CALL EFFICIENCY

**CHALLENGE:** Time-consuming paperwork reduces the productivity of service technicians.

**MOBILE SOLUTION:** Data entry is now automated, saving time and increasing efficiency.

**RESULT:** The same workforce can now handle more calls per day.



## ENABLING UPSELL OPPORTUNITIES AND INCREASING REVENUE

**CHALLENGE:** Service professionals don't have the right information or are too hurried to upsell customers on revenue-producing items such as service contracts.

**MOBILE SOLUTION:** Service professionals, no longer rushing to their next appointment, can now access a simple screen listing the appropriate services and products for the customer.

**RESULT:** Additional sales turn field service into a profit center rather than a cost center for businesses.



## IMPROVED CASH FLOW THANKS TO SHORTER BILLING CYCLES

**CHALLENGE:** Service-to-invoice payment times are too long, impacting inventory carrying costs, cash flow and more.

**MOBILE SOLUTION:** Billing information can be instantly transmitted (complete with customer signature) to reduce the billing cycle from weeks to days, and mobile printers provide invoices or receipts.

**RESULT:** Cash-to-cash cycle and overall profitability are significantly improved.

# INSPIRING CUSTOMER LOYALTY

Not only can a mobile field service solution increase efficiency, it can also help improve customer satisfaction, retention and loyalty – and ultimately lead to increased revenues.

CONSIDER THIS:



## A WELL-DESIGNED FIELD SERVICE SOLUTION CAN HELP IMPROVE CUSTOMER SATISFACTION IN MANY WAYS:

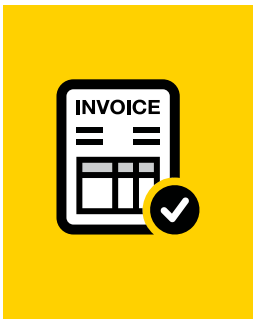


### IMPROVED SERVICE LEVEL AGREEMENT (SLA) COMPLIANCE

**CHALLENGE:** Achieving 100% compliance with SLAs is challenging due to the difficulty of identifying the correct technician for the job – and the lack of visibility into SLA contracts.

**MOBILE SOLUTION:** Dynamic scheduling allows the identification and dispatch of the nearest qualified technician, who can also access the SLA contract from his mobile device.

**RESULT:** Greater SLA compliance and customer satisfaction.



### REDUCED CUSTOMER FRUSTRATION DUE TO INVOICE ERRORS

**CHALLENGE:** Inaccurate capture of repair costs and lack of visibility into SLAs both translate into invoices that do not accurately reflect charges.

**MOBILE SOLUTION:** All repair-related costs (such as parts and time spent) are now captured on-site and combined with real-time SLA visibility, and a printed copy is provided to the customer at the time of service.

**RESULT:** Bills are accurate, reducing customer complaints.



## FEWER CUSTOMER COMPLAINTS RESULTING FROM POOR FIRST-TIME FIX PERFORMANCE.

**CHALLENGE:** The number one customer complaint is a technician's inability to solve the customer's problem on the first call because of lack of parts or the correct skills.<sup>IV</sup>

**MOBILE SOLUTION:** With a few mouse clicks, dispatch can make sure that the technician has the right part and the right expertise to do the job before arriving at the site.

**RESULT:** More service calls are resolved on the first visit, which increases customer satisfaction and retention. Research shows that companies that resolve more than 80% of their calls on the first visit experience customer satisfaction levels nearly TWICE as high as companies that resolve less than half their calls on the first visit.<sup>V</sup>



## MORE REFERRALS THANKS TO TECHNICIAN'S ON-TIME ARRIVAL

**CHALLENGE:** When customers have to wait for a technician, they quickly become frustrated. In fact, according to CNNMoney, a poll of more than 1,000 consumers showed that only 43% of respondents would recommend a company if they have to wait an extra 15 minutes for the service technician to arrive.<sup>VI</sup>

**MOBILE SOLUTION:** Mobile dispatching allows last-minute modifications to the service schedule when a technician is running late and also ensures that technicians find the customer site quickly thanks to GPS-mapping capabilities.

**RESULT:** Service technicians show up on time, and customer satisfaction increases. In fact, the number of people willing to recommend a company jumps to 70% when a service technician arrives on time.<sup>VII</sup>

# PREPARE TO IMPROVE YOUR BOTTOM LINE

In today's business world, customers are more demanding than ever – and competition has never been as intense. That's why mobility is no longer a "nice-to-have" but a "must-have" for today's field service organizations that wish to lower operational costs, increase customer satisfaction and retention and improve overall profitability.



Of course, selecting the right mobile field service solution is critical. Mobile solutions that deliver an integrated, enterprise-grade solution – one that is built with your company's typical service day in mind – can dramatically enhance your cost savings, increase your efficiency and boost your revenue.

## MORE FIRST-VISIT FIXES = GREATER CUSTOMER RETENTION

Low customer retention can be a significant revenue drain for service organizations, given that the cost of acquiring a new customer is generally significantly higher than the cost of keeping an existing one.<sup>VIII</sup>

What kind of mobile field service application can help you improve your success in resolving a customer's problem on the first visit? Look for capabilities such as the ability to:

- Manage inventory in real time – both on trucks and in the warehouse.
- Search past service history to determine what parts may be required.
- Allow technicians to access step-by-step repair instructions while at the customer site.
- Match a technician's expertise with a particular service call.

# ALL MOBILE FIELD SERVICE SOLUTIONS ARE NOT ALIKE

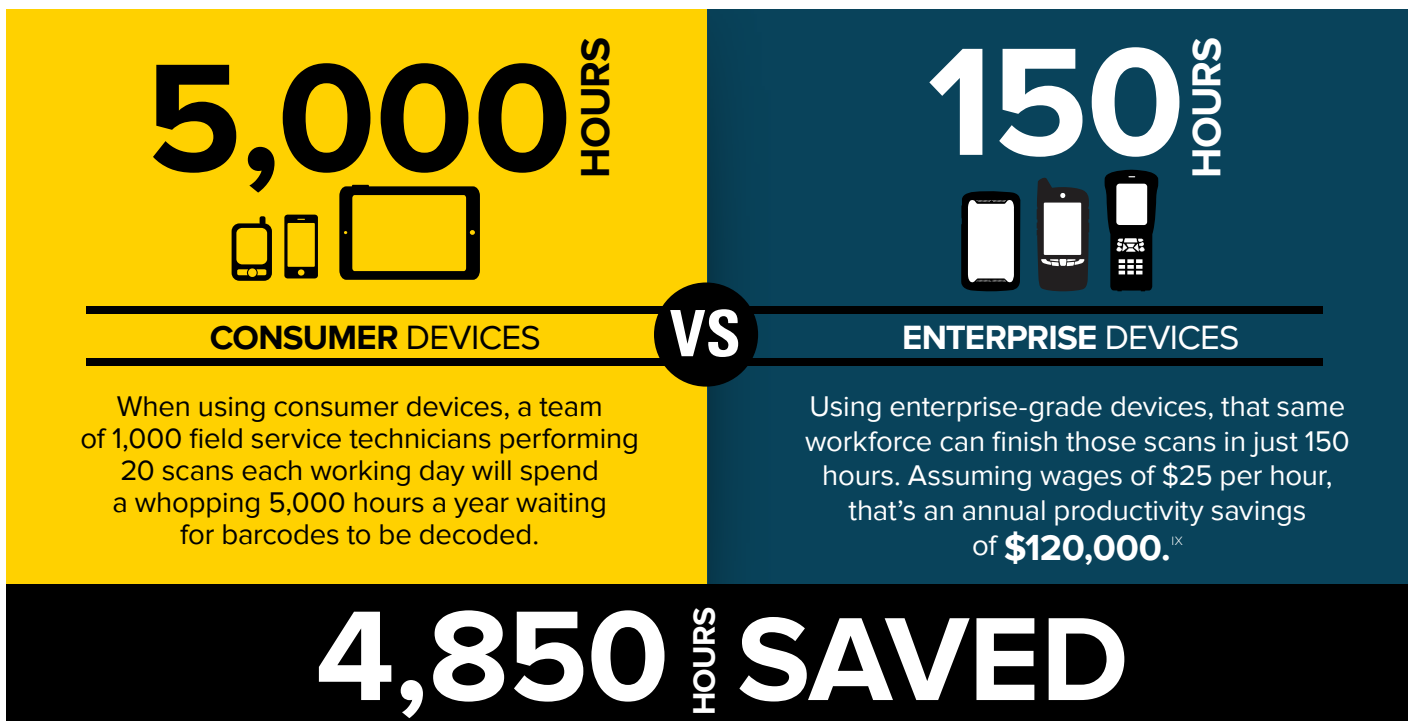
Savvy businesses must be aware: All mobile field service solutions are not the same. In the era of bring-your-own-device (BYOD), it's easy to assume you can cost-effectively support all your field service needs with consumer mobile devices. But that's rarely the case.

While consumer devices may provide businesses with a lower cost of acquisition, that doesn't always translate into lower deployment costs. The reality is that non-rugged consumer devices routinely break down under the difficult conditions of industrial and field environments.

According to VDC Research, non-rugged consumer devices fail at least twice as much as ruggedized devices in daily enterprise use. Failure rates can even reach five times higher. VDC estimates that each one percent increase in failure rate leads to a five percent increase in total cost of ownership. This often makes consumer devices more expensive in the long run.

## EMPOWERING YOUR FIELD SERVICE ORGANIZATION

In this highly competitive world, making the most of your field service call is essential. Through mobility, enterprises give service technicians the power to automatically execute tasks right at the point-of-work. Armed with powerful enterprise-grade mobile devices, field service teams can access and capture data as well as gain visibility into real-time information on technician and vehicle location as well as parts inventory. Benefits are seen across the organization and can help in achieving peak operational efficiency. But, that's not all. With the right device and the right information, field service professionals can play a decisive role in increasing revenue and enhancing customer loyalty. And, that is just the beginning.





**“Mobility is not just about equipping technicians with the latest gadgets... Tools must enable insight into how best to resolve issues in the field, and empower technicians to communicate with peers, customers, the back office and the machines they service.”**

The Aberdeen Group, Field Service Impact on Europe: The Revenue Approach to Service Excellence

Find out how Zebra Technologies can help you make the most of your service call by visiting [zebra.com/dynamicservice](http://zebra.com/dynamicservice)

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