

THE CLOUD:

UP WHERE CUSTOMER SERVICE BELONGS

Learn how leveraging the cloud to optimize field workforce management improves the experiences of your customers while also lowering operational costs.

WOULD CUSTOMERS ACTUALLY PAY MORE FOR BETTER SERVICE?


YES!

Today more than ever, consumers demand superior support—valuing their service experiences so much that 86% say they will often pay more for a better experience¹. Customer experiences also impact the success of field service companies, because happy customers tell up to six people about their experience while, dissatisfied customers pass on their feelings up to 15 people². Both tendencies influence market share one way or the other.

This eBook presents the value of providing superior customer service and how so many companies today prioritize investments in field service management. Readers will also learn the value of leveraging the cloud when deploying a field service optimization solution and how two market leaders in cloud solutions—ClickSoftware and salesforce.com—have partnered to create a real-time scheduling and mobility solution that allows companies to enhance customer service.



CUSTOMER COMPLAINTS: WHAT YOU HEAR IS ONLY THE TIP OF THE ICEBERG



The importance of delivering superior customer service continues to spiral: 89% of consumers have quit doing business with a company and moved to the competition because of a bad customer experience.¹ It also takes 12 positive service experiences to make up for one negative experience³, and 91% of unhappy customers will not willingly do business with the same organization again.⁴

Poor customer experiences result in an estimated \$83 Billion loss by US enterprises each year because of defections and abandoned purchases.⁵

Many service companies don't realize it when levels of service run low. For every customer complaint a company receives, 28 other unhappy customers remain silent.⁴ Failing to properly measure customer satisfaction can prove fatal: customer churn is caused by feelings of poor treatment 68% of the time.⁶

FIELD PERSONNEL: YOUR MOST VALUABLE PLAYERS

Field service organizations looking to enhance customer satisfaction, improve customer retention, and raise profitability in response to these trends have made investing in field service management optimization a top priority. They realize field service personnel that feel the company manages their schedules effectively and provides the latest customer information—along with the ability to communicate quickly with the back office—provide a higher level of service to customers. This holds true in both the general demeanor of field resources and their ability to respond to customer requests.

The priority companies now give to field service management is demonstrated by two surveys conducted by The Service Council. 43% of organizations highlighted their interest in broader investments in field service in the next 12–24 months in support of four key initiatives:⁷

- **Process improvement** – to ensure prompt customer service and correct resource assignments
- **Workforce development** – to give the staff the opportunity to learn new skills
- **Automation** – rather than relying on error-prone manual processes
- **Cultural changes** – creating a working environment that stimulates the entire staff

All four of these initiatives directly impact the level of customer service that field personnel can provide.

ONLY WITH REAL-TIME DATA CAN EVERYONE EXCEL

The need for customer service data spans the entire organization:

- **Executives** need real-time information to understand the cost, revenue, and profitability impact of improved service.
- **Field managers** need additional data on technician performance, training regimens, and future demand.
- **Dispatchers and field personnel** need access to real-time information to enable effective dispatch, customer contact, and issue resolution.

Providing real-time data across the entire organization is thus key to enhancing the customer experience.

All levels of the service organization need actionable information to enhance how efficiently the field service team operates and to improve experiences delivered to customers.



SILVER LININGS INSIDE THE CLOUD

When considering the deployment of a new field service management solution, many companies now consider the cloud as their preferred platform. Cloud-based solutions open new doors for field-service companies of all sizes by allowing for the quick, flexible adoption of new technologies that previously proved to be too expensive, risky and time-consuming to deploy. Delivered via the software-as-a-service (SaaS) model, cloud solutions provide several advantages over on-premise solutions:

PAY-AS-YOU-GO

No long-term contracts and no up-front investments in hardware, which also means limited impact on the internal IT team.

RAPID DEPLOYMENT

With services already running in the cloud, the on-boarding process occurs rapidly, another factor limiting the impact on IT while also reducing the adoption risk to zero.

IMMEDIATE ROI

Cloud solutions begin delivering benefits on day one, allowing companies to generate a return on investment faster than on-premise solutions.

FREE UPGRADES

Businesses receive automatic software upgrades and patches at no extra cost, and without having to allocate internal IT resources.

As businesses grow, the cloud also provides the option to easily add more robust, more complex services while still maintaining the base cloud deployment. Businesses thus have greater flexibility in their technology choices.

AN ABUNDANCE OF CLOUD BENEFITS

In the world of field workforce management, cloud-based solutions typically allow companies to achieve productivity gains of up to 20% and payback on their investment within 12 months. The cloud approach gives businesses the opportunity to replace high, up-front capital infrastructure expenses with low and predictable costs while also delivering other key benefits:

USER ELASTICITY

Enable a dynamic environment to suit your requirements in real-time.

RELIABILITY

Compared to in-house downtime stats, most cloud services actually deliver higher levels of availability and redundancy.

SECURITY

Enterprise cloud service providers feature unrivalled levels of security through continuously-monitored services, automatic software patches, data encryption, and tested business continuity plans.

SCALABILITY

Compared to traditional on-premise software licensing models, the cloud offers greater flexibility to respond faster to unplanned events, changes in the market and spikes in demand.

SERVICE MADE EASY, SIMPLE AND SMART

ClickSoftware and Salesforce.com have teamed up to help companies improve customer service by creating an advanced, cloud-based scheduling and real-time mobility solution.

Built on the Salesforce Platform and available on the AppExchange, ClickWorkforce can schedule, manage and optimize your mobile workforce with a single click. ClickWorkforce benefits the entire service team—from sales reps to field employees to call center agents—with efficient task scheduling, real-time mobility tools and insightful service analytics.

These capabilities enable businesses to deliver greatly-improved customer service at a reduced cost. And because ClickWorkforce relies on the cloud-model, businesses can leverage these capabilities easily and rapidly for immediate results.



CLICKWORKFORCE MOBILITY BENEFITS— EFFORTLESS CONNECTIVITY AND COLLABORATION

- ✔ Connect your field employees to increase communication and collaboration—resulting in superior customer service
- ✔ Improve decision making by providing mobility users with the information they need at their fingertips
- ✔ Create a single user-experience that is not only flexible and scalable, but also adapts to the user's current device
- ✔ Communicate upsell opportunities through field employees
- ✔ Improve efficiency with context-aware notifications
- ✔ Add features and functionality with completely integrated mobile apps



Real-time chatter customers won't mind

ClickWorkforce appointment options are made available through a dedicated panel in the Salesforce environment in an easy-to-use, easy-to-choose format—in real-time from a single screen. The complete integration with the Salesforce Platform gives users one entry point for all information and the ability to conduct online collaboration through the Salesforce Chatter feature.

Get Appointments

THE POWER OF 'THE GREEN BUTTON'

ClickWorkforce provides a single user-experience that is not only flexible, but also scalable—and takes advantage of cutting-edge scheduling and mobile technology, advanced artificial intelligence and integration with Salesforce Chatter.

- **Contact center representatives** can offer optimized appointments in real-time based on employee availability and a set of business scheduling rules.
- **Dispatchers** can work with a realistic schedule—one that takes into consideration travel, breaks, skills, and availability; this allows dispatchers to focus on the special cases that really require their attention.
- **Field employees** feel connected and have access to the critical information needed to provide superior customer service.
- **Sales reps** gain instant access to upsell opportunities coming directly from the field, allowing them to fully leverage the field force during the sales cycle.

- **Managers** receive operational reports that provide absolute visibility across the business—right at their fingertips.
- And most importantly, **your entire team** stays connected with Salesforce Chatter—allowing information to pass quickly in a strong social environment.

The result: A customer-centric, customer-focused company.
What are you waiting for? Take your first of many powerful 'one clicks.'

www.clicksoftware.com/clickworkforce



Learn how app stores are changing the way field-service solutions are developed and deployed.

> [Download the Business Paper](#)



See ClickWorkforce in action

> [Watch the demo](#)



Request a call from a dedicated ClickWorkforce solution expert

> [Contact Us](#)

ClickSoftware (NasdaqGS: CKSW) is the leading provider of automated mobile workforce management and service optimization solutions for the enterprise, both for mobile and in-house resources. As pioneers of the “service chain optimization” concept, our solutions provide organizations with end-to-end visibility and control of the entire service management chain by optimizing forecasting, planning, shift and task scheduling, mobility, and real-time management of resource and customer communication.

Available via the cloud or on-premise, our products incorporate best business practices and advanced decision-making algorithms to manage service operations more efficiently, in a scalable, integrated manner. Our solutions have become the backbone for many leading organizations worldwide by addressing the fundamental question of job fulfillment: Who does What, for Whom, With what, Where and When.

ClickSoftware is the essential choice for delivering superb business performance to service sector organizations of all sizes. The company is head-quartered in the United States and Israel, with offices across Europe, and Asia Pacific.

For more information, please visit www.clicksoftware.com/clickworkforce and follow us on Twitter.



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