

# MAXIMIZING ROI FOR YOUR FIELD SERVICE MOBILITY SOLUTION

A mobile field service solution can help you turn your field service operation from a cost center into a profit center.



Field service isn't just about making repairs anymore. Equipped with the right tools, field service representatives are playing an increasingly important role in many businesses. Since they make regular direct contact with your customers, these workers have an opportunity to help your business in a myriad of ways.

#### GROW YOUR SHARE OF WALLET



With the right information in hand (literally), field service workers can offer new products or services that deliver real value to customers while increasing revenue for your business.

#### DECREASE YOUR COST TO SERVE



The goal of every field service visit is to solve a problem in one visit as efficiently as possible. The right mobile solution ensures that happens.

#### ENHANCE CUSTOMER LOYALTY



Enabled by a mobile solution, field service representatives who arrive on time can quickly solve a problem and offer customers new solutions to significantly boost customer loyalty to your company.

With these potential upsides in mind, many companies no longer view their service operations as cost centers. In fact, the Aberdeen Group found that 58 percent of service organizations it surveyed said that they treat their service groups as profit centers.

It turns out that making existing customers happy is often cheaper than acquiring new customers. Fifty-one percent of companies surveyed by Aberdeen said that the cost of service and customer retention is less than that of customer acquisition. Since field service professionals may be the people in your business who interact most often with your customers, they play a pivotal role in keeping them happy.

Many businesses report that existing customers bring in the most revenue. In fact, in Aberdeen's survey, businesses found that customers at the end of one year made up 80 percent of total revenue in the following year.

But service technicians can only play a role in keeping customer satisfaction high and generating revenue if they have the right tools, including a reliable mobile field service solution, to support their work.

## BENEFITS OF A MOBILE FIELD SERVICE SOLUTION

If you're investing in or upgrading a mobile field service solution in order to boost the efficiency of your mobile field team and to drive revenue growth, you'll want to closely examine the potential return on investment. Look for ways that your mobile solution can enforce the three ways that field service workers can have an impact on your business, turning service from a cost center to a profit center.

### SCHEDULING AND DISPATCH

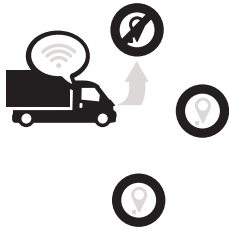


With a mobile solution, field representatives can receive work orders throughout the day, allowing dispatchers to efficiently send workers to nearby sites or to customers that may have a relationship with a particular technician. Service personnel get to work sites faster and customers are happier.

**Savings:** Check the average number of service calls per day. An increase in that number means your technicians have been able to do their jobs more effectively. Scheduling and dispatch should also impact the bottom line by reducing travel costs since workers are routed more efficiently.

**Impact:** Decrease cost to serve and enhance customer loyalty.

### IDLE TIME



With a mobile field service solution, technicians are less likely to waste time waiting to receive important information, driving inefficient routes to customer sites and making unnecessary trips to find parts.

A customer cancels an appointment? No problem.

A technician can quickly let dispatch know and receive direction about another job.

**Savings:** Reduced idle time should increase the number of service calls workers make each day, making your field technicians more efficient.

Customers can also get their problems solved faster, increasing their loyalty.

**Impact:** Decrease cost to serve and enhance customer loyalty.

### ASSET MANAGEMENT



Finding a mobile field service solution that helps you better manage your service parts – and enhances your ability to resolve an issue on the first call – could save your company millions in lost revenue. Here's why: Around 13% of service calls on average can't be resolved because of unavailable parts. Now that may not sound too costly – until you do the math.

**Savings:** Take a company that schedules about 100 service calls a day. In that scenario, 13 of those 100 calls would have to be rescheduled due to missing parts. That's 13 extra truck rolls every business day.

Assuming each truck roll costs around \$200 to \$300, then the cost to the company is \$2,600 to \$3,900 each business day. In a year, that can add up to nearly a million dollars wasted on unnecessary service calls. And that doesn't even include the revenue lost from not being able to service new requests because older ones are still being resolved.

**Impact:** Decrease cost to serve.

### WARRANTY MANAGEMENT



With easy access to customer warranty status plus the ability to make transactions, field technicians can easily upgrade or renew warranties. For instance, if a technician visits a customer to make a repair and finds that the warranty will expire in a month, the technician can renew the warranty on-site, rather than make a separate follow-up call on the customer. Or, if a customer has never had a warranty, the technician can talk them through the benefits and make a new sale.

**Savings:** Your mobile field solution could lead to an increase in the number of warranty sales and renewals per technician. You can also reduce costs by removing work for sales people or others who currently dedicate time to renewing or selling warranties.

**Impact:** Increase share of wallet, enhance customer loyalty and decrease cost to serve.

DELAYS AND PENALTIES



Some customer contracts pass penalties to their vendors when products go out of service due to failures. Since a mobile field service solution enables better preventative maintenance as well as more efficient scheduling, mobile field workers can prevent problems from happening in the first place and fix problems faster once they occur.

**Savings:** Think about how many penalties you might be able to eliminate once you effectively use a mobile field service solution and multiply that by the average cost of penalties. The result is how much cost you can save.

**Impact:** Decrease cost to serve.

INFORMATION ACCESS



Easy access to information is critical for field technicians. With a mobile device, service workers can look up the history of the customer and the products they currently have installed. That information may give workers an idea about what types of parts might be required during a visit to diagnose and repair a problem, allowing them to locate the part in advance of the visit. The result is that your field worker has a better chance of solving problems the first time.

**Savings:** Check the average number of repeat visits per trouble call. The number may decrease once you implement a mobile field solution.

**Impact:** Decrease cost to serve and enhance customer loyalty.

PAPERWORK



Without a mobile field solution, technicians or support staff often spends hours each day pushing paper. Paper work orders and invoices must be returned to the office and then manually input into spreadsheets or databases.

With a mobile field solution, representatives receive work orders, let customers sign invoices and accept payment, all on their mobile devices. Drop-down windows that allow workers to choose options as well as barcode capture capabilities lead to fewer data entry errors.

**Savings:** Replacing paperwork with a mobile field service solution can have several important impacts on your business. Field service workers will have more time during the day to make additional service calls. When data entry errors drop, you save the time it takes to fix resulting mistakes. Electronic processes also typically reduce or eliminate double billing, saving you costs involved with correcting the error. Plus, you may be able to redeploy employees who spend time on paperwork to do more important work.

The streamlined, mobile-supported process will also reduce the average time to invoice. That means your business will recognize revenue faster.

**Impact:** Decrease cost to serve.

BUSINESS INTELLIGENCE



Because field technicians are able to capture information in real-time, you gain access to highly valuable information about how you're running your business. When field workers fill out forms on-site, logging details about each customer visit, you get fast, easy access to that reliable data. The result is that you gain the potential to make strategic business improvements based on accurate, real-time data about the rate of customer visits, the type of work being performed, field technician sales and more.

**Savings:** You'll eliminate work required to input data collected on paper forms and may reduce work required to analyze that data. More importantly, you gain access to new kinds of data. The result is that you may realize ways to make smart changes that could bring in revenue.

**Impact:** Increase share of wallet and decrease cost to serve.

CUSTOMER SERVICE



A mobile field service solution can improve customer service by enabling field technicians to do the job right during their initial visit. In addition, with the right tools on hand, including repair components and access to historical data about the customer, a field service worker can take care of preventative maintenance during a visit that was initially scheduled to address a more pressing problem.

**Savings:** To quantify just how valuable the customer service improvements are, look at the number of repeat service calls your field workers make. A decline in that number due to the benefits of a mobile solution saves real operating costs.

**Impact:** Enhance customer loyalty.

CROSS SELL AND UPSELL



A mobile solution means that you can build in automatic processes that help field workers upsell or cross sell products. For instance, as a field worker fills out an electronic form on site, the application can prompt the technician to offer the customer a new product or service that makes sense for that customer.

**Savings:** Giving field workers tools to grow revenue takes some burden off the sales team, leaving them more time to land new customers and generate real revenue.

**Impact:** Increase share of wallet and decrease cost to serve.

## THE POWER OF MOBILITY

Your field service representatives are on the front lines with your customers each and every day. Maximizing that contact is quickly becoming a way to differentiate your business from your competitors. Often thought of as only a cost center, forward thinking organizations are now looking to their field service operations as ways to increase revenue, reduce costs and enhance customer loyalty, retention and referrals. From scheduling and dispatch to asset management and warranty support, the right field mobility solution ensures your representatives arrive on time with all the information and tools required to perform the job right the first time. Embrace the power of mobility and turn your field service organization from a cost center into a profit center today.

