

2GO Mobile Solutions White Paper – Field Service Management Means Mobility

Executive Summary

It's no secret that providing efficient and accurate field service is crucial to customer satisfaction. This white paper will identify how mobile solutions empower field service technicians with the right tools and technology to maintain positive customer relations. Simplifying processes and streamlining information to and from technicians in the field are major challenges found in the field service industry. Improving operational processes go hand in hand with increasing customer satisfaction. Mobile solutions are the key to achieving both.

Customer Satisfaction Means Retention

Customer retention is quickly becoming recognized as a greater value than customer growth. Customer retention is much cheaper than marketing to gain more cliental and also generates higher revenue growth. Furthermore, customer retention will almost always lead to customer growth by having a reputation for providing excellent customer service.

Field technicians are the face of service organizations. They are also the last link in the chain for delivering services in the field. The interaction a customer has with a technician will almost always be the first thing a customer remembers while evaluating their service and experience with the technician's organization.

So, how are service organizations helping their technicians achieve better service and deliver a positive experience in the field? The answer is mobility. Customers want answers on the spot. They want first-time fixes. Putting the power of real-time streamlined information, inventory tracking, and many other features that weren't available until mobile solutions came around, have proven to be a big advantage in the world of field service.

Completing a Job Does Not Mean a Job Well Done

Older conventional methods of field service management did get the job done, albeit inefficiently and inaccurately. Service organizations didn't have the option to optimize truck routes via GPS, automate their back office data, or even capture signatures in the field. These inadequacies resulted in extremely detrimental effects that the organizations would have to deal with because there were no other options at the time. These effects include:

- Tardy technicians wasted fuel and time due to inefficient routes
- Wasted time entering data into back office accounting systems and data entry errors due to illegible paperwork
- Low percentage of one-time fixes in the field because technicians did not have the right equipment, part, or skill level on hand to complete their service calls
- Inventory shrinkage because of inaccurate inventory tracking
- Lost confirmation signatures resulting in customer frustration
- Wasted time in the field filling out paperwork

The list goes on, but the point has been made. Older methods of field service management are becoming less and less effective in an industry that demands more. Rapidly evolving field management software coupled with mobility improves or completely remedies issues caused by obsolete field management tactics.

Education Means Success

One of the top reasons organizations are reluctant to proceed with a mobile solution is fear of integration problems that will disrupt operational processes; which may also cause customer dissatisfaction. Due to rapidly evolving field management software, many solutions provide nearly seamless integration with back office accounting systems. There are many other reasons field service organizations are reluctant to make the switch to mobile solutions. Those organizations are asking themselves how mobility will improve customer relations.

Q: Is the task of switching from paper to paperless worth it?

A: *On average, technicians save 41-45 minutes of work time per day just by the removal of paperwork in the field. Less time spent doing paperwork means more service work can be completed. More jobs completed, means more satisfied customers.*

Q: Does mobility really help technicians in the field?

A: *57% of service calls require a field visit to identify and resolve the issue. Mobility gives field technicians the ability to track their inventory to ensure they have all of the equipment they need to complete the service call. This increases first-time fix service calls. Lack of first-time fixes are the number one complaint among customers in 2013.*

Q: How does route optimization improve customer relations?

A: *Tardy technicians were reported to be the third most complained about issue among customers. With turn-by-turn navigation and automatically having the most efficient route selected for field service drivers, tardiness is dramatically reduced.*

Q: Why is it important to capture signatures in the field?

A: *Capturing customer signatures in the field electronically is important because it eliminates the threat of losing signatures due to lost paperwork. Eliminating lost signature means that customers do not have to be hassled to sign paperwork again.*

80% of revenue is driven from current customers on existing products or new products and services. 57% of both best-in-class and other field service organizations have invested in providing their technicians with mobile solutions in 2013 and the trend continues to expand. No matter how big or small the organization, the implementation of mobile solutions are quickly becoming the most viable and beneficial way of achieving customer retention.

Conclusion

Old methodologies to achieve customer satisfaction and retention have become obsolete and have been replaced by more robust technology. If service organizations wish to remain or become competitive in the service industry, they must evolve with technology. Field service management has made leaps and bounds of improvement in past years and the implementation of mobile solutions has perpetuated it even further.

About us

2GO Mobile solutions provides a Software-as-a-Service that helps organizations with field operations to be more efficient and provide better customer service, while improving the competitiveness and profitability of the organization.

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