

# Bank on it:

Improving Field Service Efficiency to  
Drive Company-wide Profitability





## Discover how field service success can become a company game-changer.

It's a new era in business, and time for a new approach. Smarter. Faster. More tuned into the customer. You can up your game by focusing on your field service organization for added revenue and an enhanced customer focus. It adds up to a fresh perspective. Heightened efficiency. Higher profitability.

You can bank on it.

*There's more to field service than just service.*

**B**y optimizing processes and demonstrating true customer centricity, the service organization can have a meaningful impact on overall company health, even driving growth potential. Not only is revenue going to climb, but customer loyalty, and employee acquisition and retention will too. Plus, a heightened focus on service becomes a distinctive differentiator, setting the company far above the competition, making new opportunities possible.

As the C-level sees it: let's take a closer look at the business sense behind a service focus.

## High pressure

***"Why is this a priority now?" the CEO might ask, glancing over a stack of proposals all labeled high priority.***

The answer is found in the myriad of pressures weighing on the organization.

These are challenging days. The world economy is sluggish and global volatility keeps executives up at night, worried about disruption and changes in market demand. No matter your industry, you are likely affected by soaring fuel costs, supply chain gaps, environmental concerns, demanding customers, and shortages of skilled workers. Staying at the forefront of modern business processes requires [investment and effort](#). Not only do you need to keep up, you need to be a high achiever, leading the pack.

Organizations need to act and invest in their facilities, operations, and workforce. They need digital tools for collaboration and communication with customers. They need tools for managing departments and specialized use cases. The service operation, for example, has unique needs that must be addressed. Cutting corners with manual processes or outdated technology can backfire, costing the company money and annoying customers.

In this treacherous business landscape, ignoring technology shortcomings is dangerous. A passive "we'll get around to it" approach to modernizing is high risk.

## Limited funds

***From across the conference room table, the CFO might raise her eyebrows and ask, "What kind of investment are we talking about?" The other officers, each with their own wish lists for spending, will certainly lean in to hear the answer.***

Budgets are often tight. It's unlikely economic conditions will make a dramatic upturn overnight. Organizations must [invest with care](#). It makes sense to focus limited resources on the pivotal areas within the organization that will foster highly visible, high-impact results.

The service operation is that kind of department. Even if service is not among the top revenue generators for the organization, your customers are likely aware of your service department. They know what kind of installation, maintenance, and repairs you offer. They likely have been to your website and noticed customer portals and options for entering service requests or asking product-related questions.

Before they make a significant purchase, whether a dishwasher, overhead door, or HVAC system, customers today are apt to ask about warranties, service agreements, and resources for installation and repairs. They also are concerned about the environment and want to know about disposal, recycling, and commitment to conscientious use of chemicals, like refrigerants, ammonia, acetone, batteries, and mercury. Your service operation is under scrutiny. That means your improvements will be noticed.

# The pay out

Modernizing the service operation brings a high return on investment (ROI). If you have outdated legacy solutions or manage with manual practices or spreadsheets, your operation will gain efficiency from modernizing. Recent innovations have brought powerful new features and functionality to service solutions. Solutions today leverage automation, [Artificial Intelligence \(AI\)](#), and advanced algorithms that can guide users along best practices and help make well-informed decisions – quickly.

For example, optimizing scheduling and dispatch will ensure technicians are logically assigned to service requests, taking into consideration multiple factors, like proximity, traffic patterns, technician skills, and available parts on the service van. This intelligent assignment of technicians will lead to [improved first-time fix rates](#) (FTFRs), fewer trips back and forth to the parts warehouse, and the ability to complete more service requests in the day. The right scheduling solution makes this improved efficiency possible.

## Modern field service solutions increase ROI in other ways, such as:

- ✓ Managing parts inventory, eliminating the need for large safety stock levels
- ✓ Helping the call agents triage calls, reducing unnecessary dispatches
- ✓ Supporting collaboration between customers and technicians, preventing wasted trips.
- ✓ Improving compliance with Service Level Agreements, avoiding lost contracts

Savings from these areas add up.



# Broader perspective

*“So, isn’t a service focus too narrow?” a voice from around the conference table may ask, nervous fingers drumming on the meeting’s P/L report. Another skeptic—from another team—may ask, “How does the whole organization benefit from a focus on optimizing service?”*

Improving service efficiency impacts other departments in many ways, creating ripples that flow through the entire organization. Here are some:



## Customer satisfaction.

Becoming a customer-centric organization, putting the needs of the customer first, can give the entire organization a new, inspired focus. Improved service performance will boost the Customer Satisfaction (CSAT) score or Customer Experience Score (CES). This leads to high customer lifetime values.



## Sales.

Both the CSAT and CES are linked to repeat sales and higher ticket sales. Happy customers continue to buy, confident in their purchases. Higher sales mean more revenue and capital for further investments, including compensation.



## Referrals.

Research shows the Net Promoter Score (NPS) also goes up when the service operation runs smoothly. The NPS measures the customer’s likeliness to recommend the organization to friends and family. Increasing the NPS is a sure way to promote growth.



## Employee retention.

Positive perceptions among the public influence internal perceptions, too. Employees feel good about the company and their jobs, reducing turnover and churn, which can be costly. This also can mean more emphasis on quality control, more innovation, more commitment to achieving goals, and more enthusiasm for building a forward-thinking organization. Positive vibes are contagious and powerful.



## Growth.

Exceptional service can be a powerful differentiator and lead to growth opportunities. The organization can expand service warranty offerings, branching into new directions or new regions. Service is a broad area with considerable room for add-on sales opportunities, such as offering installation and set-up, tiered service level agreements, and extended warranties on parts and service.

# Technology to the rescue

Heads around the table nod, becoming convinced. “How do we go about upleveling the service organization? What’s our first step?” the CIO is likely to ask, knowing technology will likely be part of the answer.

[Technology is the great enabler.](#) It provides the how-to framework for optimizing service processes. Smart, digital solutions deployed in the cloud bring real-time views of the entire service organization, helping managers understand the status of operations at any point.

In addition to visibility, modern solutions are easy to use, highly flexible, and have built-in rules-based guidelines that align with proven best practices. Workflows guide users along paths that conserve resources, put the customer’s satisfaction as top priority, and optimize profitability.

Today’s solutions employ automation, streamlining the routine, tedious tasks and giving users a positive work experience. Workers can feel they are making a meaningful impact on the organization, reducing turnover.

Here are ten ways technology can help elevate service into a game-changing department.

## 1 Call center support.

Modern solutions manage information about customers, sales, and products and make the data easily accessible. This makes it easy for call center agents to answer customer questions quickly, such as checking if purchases are under warranty. The call center also can triage service requests, answering basic questions and preventing unnecessary truck dispatches. This saves resources while giving customers attentive care.



## 2 Schedule optimization.

[This technology](#) helps organizations quickly and efficiently plan the schedule for the day, assigning technicians to the service calls that will make best use of fuel, time, and skills. Smart scheduling, driven by rules-based algorithms, makes technicians more productive and increases first call resolution rates. Dispatchers can focus on exceptions rather than tedious assignments.



## 3 Inventory management.

Modern service management technology helps track inventory and parts used during service calls. Accurate tracking means invoices will be more accurate, and the warehouse inventory will accurately reflect parts availability. This helps prevent stock-outs, a common factor that impedes service call resolution.



## 4 Improved first-time fix rate.

Several factors help technicians complete service calls on the first trip, improve the Mean Time to Repair (MTTR) rate and reduce any backlog of service requests waiting to be assigned. Access to detailed information about the product, past repairs, and common issues helps the technician complete repairs quickly. Having the van equipped with the right parts and tools also helps.

## 5 Smart reporting.

[Modern reporting tools](#) help organizations track key performance indicators and delve into possible influencing factors behind shifts in performance. Easy-to-use reporting helps managers stay on top of trends and strive for continuous improvement. The reporting tools allow managers in the C-suite, as well as the business unit or departmental level, to review important indicators of success, such as FTFR, MTTR, and compliance with SLAs. Reports are essential for managing progress and achieving continuous improvement.



## 6 Warranties.

If your organization doesn't currently offer warranties, [consider adding to the portfolio](#). They offer new revenue. Or tiered warranties or service agreements can be added to the offering mix. Several different price levels give customers choices, while improving revenue streams.

## 7 Collaboration.

Portals help [keep customers and technicians connected](#) in real time. The technician can let the customer know of schedule delays and the customers can inform the technician if rescheduling is necessary. This prevents wasted trips, saving money and frustration.

## 8 Mobility.

Providing technicians with remote connectivity helps them access valuable information such as scheduling updates, information about the service request, the product being serviced and parts availability. Access to information makes the job easier, helping to attract and retain skilled technicians.

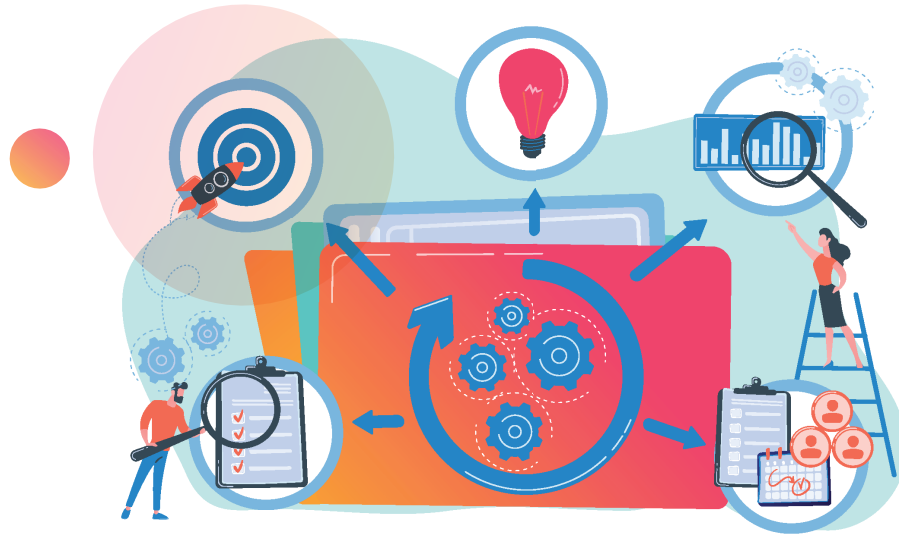


## 9 Cross-sell and upsell.

Giving technicians [mobile solutions](#) with signature capture and credit card processing allows them to upsell and cross-sell. Customers often view technicians as trusted advisors and will ask for recommendations on repair vs. replace decisions. If replacing a unit, the technician can sell it and install it on the same service call.

## 10 Balanced workforce.

Modern service technology supports a balanced workforce, made up of skilled technicians and junior-level, new hires who are still learning the products and optimal repair tactics. Collaboration tools help veterans act as mentors and allow them to offer guidance from headquarters or from home, while the new recruits travel to service calls. Extended knowledge bases, too, help new hires learn best practices.



# Final takeaways

Competition is tough today. The business climate is also challenging as the economy and global volatility add to a layer of uncertainty. Organizations need to modernize to stay in the game. Turning to the service operation is an effective way to make an impact on company-wide profitability.

Unfortunately, some skeptics may miss the full potential of the service operation. As long as technicians are dispatched in a timely manner and calls are resolved to customer expectations, they may think the service operation is adequate. Service can be easily dismissed as just another cost center. This thinking can be turned around.

The service operation can be a profit center, generating revenue and making a significant contribution to financial stability. Even if new sales hit a slump, revenue from service can continue strong, perhaps even going up as customers opt to repair rather than replace aging appliances, equipment, and household assets.

But to make a game-changing impact company-wide, the service organization needs to up its game, making the most of every opportunity, controlling resource consumption, and optimizing valuable technician time. Smart technology is essential. [The right software](#) will help organizations refine their service operation, monitor improvement, boost productivity, and turn customer centricity into a valuable differentiator. It's a winning combination you can bank on.



As a global leader in field service management, our solutions are designed and built with a focus on providing your customers with an exceptional experience, while delivering operational efficiencies and digital transformation capabilities. Our secure and flexible solutions provide organizations with the ability to optimally manage their workforces, while increasing revenue, improving the customer experience, and reducing costs.

“ServicePower has been a game changer for us through the years. Its automated AI-powered scheduling improves our workforce productivity and customer satisfaction daily, with every customer interaction, resulting in increased profitability for Siemens.”

- Pre-Job Process Owner, Siemens

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**Our customers stay with us for the long haul – 12 years on average –  
56% higher than the industry average.**

