Optimizing Technology Enablement:

How it Benefits Customer Lifetime Value

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Simplified Service Delivery. Maximized Profitability.

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What is Technology Enablement?

"Technology Enablement" is the trendy term you're hearing in every business conversation, conference key note, and industry publication ... but taking realistic – and measurable –steps to harness the power of emerging technology means understanding your current goals as well as defining the solid foundation on which you need to build an industry-leading future.

The fact is, no matter what your industry, investing in technology in today's world improves your ability to delight your customers and drives improved long term profitability. Creating value for your existing customers and attracting new business with the best in class seamless customer-centric services not only improves the Return on Investment (ROI) on any technology upgrade investments you make, but also significantly increases the Lifetime Value of every customer through increased satisfaction, trust, and loyalty.

Technology advancements are launching at an accelerating rate, both from a business and customer perspective. You only need to look at the smart phone in your hand to understand how rapidly the landscape is changing. Any business looking to lead their industry segment must create a seamless customer experience journey, which incorporates the latest technologies, before customers look to a competitor who does.

To optimize your customer's experience, company offerings can utilize new technologies to meet, and exceed, customers' expectations about what they need and what their pain points are, rather than continuing to operate with old technology that puts corporate convenience or outdated practices before the customer.

By taking a holistic view of the critical success factors for implementing emerging technology solutions, you can build a sustainable future that continuously leverages the increasing power in the customers' hands and positions your team for sustainable profitability.

The Future is ... Customer Experience

According to Gartner research findings, improving customer experience is one of today's most pressing business mandates, driving current and future technology investments.

In fact, most companies are competing mostly on the basis of customer experience as a means of differentiation, integrating what customers want to do with how they want to do it and the way they want to interact.

Whether it's creating an app that gives customers control of triage and the scheduling of their maintenance or repair visits, real-time status information, or offering different ways for customers to make

contact or verify entitlement, companies are looking at emerging technologies to boost the overall customer experience. **Gartner wrote** in 2015 that "by 2017, 50% of consumer product investments will be redirected to customer experience innovations." The time has come for your company to commit to this new way of doing business, especially if you have not yet begun your transformation process.

Transforming Your Perspective on Customer Needs Delivers Results

TECHNOLOGY FUNCTION

Relying on internal needs and processes to manage customers

TECHNOLOGY ENABLEMENT

Creating external outcomes that meet customer expectations

NEW REVENUE STREAMS

Leading the industry by building a sustainable customer experience journey

Technology Enables the Transition to a Customer Centric Model

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The transition to a customer centric operation that can fully take advantage of the latest technologies to drive profitability begins with an end-to-end turnkey business and workforce management software solution that allows you to optimize your team and lets customers manage their own experience with you in real-time.

This synergistic solution works at both ends of the spectrum, from entitlement through a successful field visit, improving productivity and reducing costs, while increasing customer trust in your services, their loyalty to your company, and the lifetime value of every customer.

What's more, technology isn't reserved for the largest organizations. The same turnkey solution which enables organizations operating at $500 million in revenue, from customer entitlement and work order, inventory and contract management to workforce scheduling, mobility and contractor claims, can be available for smaller companies as well. Customers can do what they want to do, how they want to do it and the way they want to interact, using the same technology regardless of the entity with whom they are interacting.

Harnessing IoT Across Verticals

Devices able to provide useful raw data include:

- **Physical Equipment** - HVAC, transport, fire and safety, security, lighting and access

- **Energy** – batteries, fuel cells, meters

- **Home** - appliances and home CE

- **Health care** - monitors and telemedicine

- **Cities** - signage, tolls, lighting, smart parking

- **Retail** - vending machines, signs, smart pricing, POS terminals, info kiosks, smart tags

The Next Big Thing

Smart home, smart work, smart life.

Customer's daily lives are improving constantly with connectivity to each other and to businesses with whom they interact, 365 x 24 x 7. That same connectivity enables increased personalization, more convenience, and opportunities to proactively interact with customers based on IoT sensor data installed in machines ranging from handheld devices to appliances, transportation and even trash containers. Everyday devices and systems that used to be controlled manually such as heating can now be controlled from a smart phone. A car can send an email to notify consumers of a service milestone or potential critical failure. Even tennis rackets can download the details of a match onto an iPad.

The Internet of Things (IoT) and Machine-to-Machine (M2M) communication are now tangibly impacting our lives. That means that when used correctly, IoT technology and the resulting data can make customers' lives much easier and happier — which is great news for your business.

What's more, the ubiquity and increasing user adoption of emerging technologies are making technology investments safer and safer investment decisions. For example, most industry verticals have at least one IoT initiative running at present, and even leading urban communities, such as London, Barcelona and San Francisco, are making significant investment in smart city technology, including smart vending and ticket machines.

Raconteur.net reports: "Everything is being wired up or connected wirelessly... and getting plugged into the internet through machine-to-machine (M2M). Toilets at London's Heathrow Airport report on their usage (seriously). Sensors made by Eurotech count how often each stall is used and trigger an alert to cleaning staff when a threshold is hit." IoT technology is ready (obviously) for more widespread adoption by businesses to drive better customer experience and increased revenues.

Innovating Field Service

MarketsandMarkets recently published an industry report projecting the global Field Service Management (FSM) market to grow extensively in the years to come—jumping from $1.97 billion in 2015 to $5.11 billion by 2020, and growing at a compound annual growth rate of 21%.

Emerging technologies are driving a tremendous amount of that growth. GPS can use vehicle location to refine estimated time of arrival, and the drop box/ parts lock box can send an enabled smart phone or device an automatic notification about parts availability and readiness for any given job. Mobile technology enables machines to notify technicians directly in case of any impending malfunction thereby enabling them to resolve the issue and further enhancing the productivity of their service organizations.

ServicePower has been using telemetric data for tracking technicians and parts for many years, which feeds location data back into sophisticated artificial intelligence (AI)-based scheduling decision systems. We were also one of the first companies to develop the algorithms to get the right technician with the right skills and equipment to a job on time.

Through research and development, ServicePower has been able to integrate with asset management systems to enable identification of early faults and profile equipment ahead of failure. With our predictive analytics solution, we can predict failure and triage equipment in advance, getting ahead of catastrophic downtime that impacts customers for long periods of time.

The ability to drive more efficiency in preventive maintenance scheduling and profiling of repairs to drive first time fix rates to the highest levels is key to our approach with field service organizations.

By leveraging M2M connectivity, field service organizations can:

- Improve triage
- Quickly identify necessary parts
- Track inventory
- Initiate automated intelligent dispatch events
- Conduct remote monitoring and diagnostics
- Gain greater visibility of assets in the field
- Reduced asset down-time
- Lower cost per fix (starts to facilitate an easier transition from reactive maintenance to preventive maintenance)
- Provide faster response time
- Execute higher first-time fix rate (triage and diagnostics done by sensors)
- Address customer pain points

Innovating Field Service

New data mining and modeling techniques will make this data more and more valuable over time. If you are able to tag it, measure it, listen to it, or check it for health, then gathering and utilizing M2M data is possible. If sensors are returning data at frequent intervals, you now have huge amounts of very valuable information, including a view into the operating performance of a system or process

By leveraging the data generated by sensors and combining this information with historic maintenance and manufacturing data, field service organizations can refine business decision-making systems and optimize further service and inspection regimes. This ensures minimum down time and the lowest cost of service, facilitating maximum performance and availability. ServicePower's proprietary software algorithms have the ability to act on this information in a way that drives real value for field service organizations.

These new technologies will change SLA management for ever.

How field service organizations can use M2M/IoT solutions to increase revenue:

- Evolve the business model to proactive, maintenance models that reduce customer downtime and overall cost of service

- Generate recurring revenue streams on embedded software licensing and entitlement management

- Create value through M2M monitoring of any decision-critical system, machine, or piece of equipment that holds an importance role or part in any supply chain or ecosystem

- Model failure data to create value added maintenance schedules which improve equipment operation

- Make your scheduling as smooth as possible, including giving your field service technicians the ability to give real-time updates

- Standardize customer histories and maintain accurate entitlements

Monetizing Emerging Technology

Emerging technologies are game changers.

Innovative companies recognize this, and specifically for IOT and M2M, use the data not only to get a tech onsite when a sensor indicates a failure, but also use it to transform the entire business in such a way as to maximize device uptime and decrease overall organizational costs.

Field Service Organizations leveraging a Mobile Workforce Management Software solution can achieve an incredible capacity for capturing expanded sales opportunities through increased productivity and better customer service with one platform that ties emerging and proven technology together in a seamless way. You'll be able to maximize availability of high value equipment, support high volume transactions, and optimize high cost personnel – and thus reveal new growth potential for earning market share and generating revenue.

To develop the business case for technology investment, pinpointing ways to improve customer experience and reduce operational costs is a solid building block. Create a strategy for beginning the technology transformation process by targeting expensive maintenance or service issues that generate significant overtime costs, failed SLAs, or customer complaints.

Critical Features to Support Technology Growth

To attain efficiency, technology solutions used by field service organizations must support a standard set of functionality, and to rise above competitors large and small must include emerging technologies.

Any solution must address:

- **Multi-channel, real time customer entitlement and account management.** Offering customers the ability to set up services wherever, whenever, however they want, while preserving robust entitlement logic which protects warranty reserves is a must have.

- **IoT/M2M connectivity.** The ability to use sensor data transforms operations from reactive to proactive, capturing lucrative new revenues along the way.

- **Work order and asset management.** Creation of a work order is only a piece of the puzzle. Using asset data to understand the full picture onsite enables technicians to solve immediate issues, while also offering value added services.

- **Part inventory management.** Predicting and stocking frequently used parts, and robust triage prior to site visit improves first time fix rates and customer satisfaction.

- **Customized service and maintenance contract solutions and management.** This is a no brainer. If your organization can utilize manufacturing data,

sensor data and repair data to improve the operation and lifetime expectancy of equipment, only more revenue can follow.

- **Quoting, invoicing and payment collection.** The ability to understand an issue, present a solution and its cost, and close out the entire event reduces your cost of service, reduces receivables and acknowledges customer desire for instant gratification.

- **Optimized routing and contractor dispatching**. Artificial intelligence and route optimization not only improves productivity and reduces schedule costs, it also improves customer satisfaction. Only the right tech for each job is assigned. ETAs are firm, schedule adherence is better. Additionally, all resources for each job can be scheduled together, from tools and parts to teams.

- **Real time and on demand schedule optimization**. More than once a day schedule optimization, the ability to continuously reoptimize schedules is important for reducing costs as new jobs come in, existing jobs change and exceptions happen.

Mobile Workforce Management (MWFM) Software Data: the Real Opportunity

- **Mobile software with schedules, navigations, access to data, and full mobilization of all processes needed to resolve issues.** Mobility is the element that connects the customer to the back office. Configurable solutions provide the mobile worker with everything needed to delight every customer.

- **Facilitate collaboration.** Strategic deployments must also support collaboration tools, like real time VR based video, which link subject matter experts to the field, as well as technologies that allow internal departments to share insights and data for better forecasting, parts management, marketing, and sales.

- **Time tracking.** Mobile solutions can eliminate the need for expensive trips to and from the office to clock in or attend training by facilitating some tasks through a connected device. Technician tracking through AI can also detect scheduling issues and manage hybrid workforces.

- **Asset tracking.** Asset tracking can provide visibility to expensive company asset location, and more importantly where employees are in certain situations, such as after hours, in high crime areas or during the aftermath catastrophic situations which require feet on the street.

- **Warranty and service claims management.** Today, most organizations with mobile workers recognize the value of incorporating contracted labor to some

degree or another. When contractors come to play, you can't forget to pay. However, it's so important to ensure robust claims and audit logic is set up to manage warranty reserves and prevent fraud as well.

- **Business intelligence.** Data collected has no value if it is not analyzed. User-friendly access to key metrics to analyze trends, such as job performance, claim reports, and customer scorecards results in improved, more regular use of valuable data and supports innovative applications to outsmart competitors.

Mobile Workforce Management (MWFM) Software Data: the Real Opportunity

In addition to specific functionality enabled by the latest technology, there are important considerations which can't be overlooked.

- **Support for any connected device.** It's not enough to develop an app that must be recertified through the app stores. Cross platform technology provides organizations with the ability to provide a very OS-centric user experience, support the use of intelligent forms which can be uniquely configured for each individual job and the seamless movement from different form factors as site requirements change.

- **Asynchronous mobile data exchange.** Consumers have come to expect connectivity where ever they go, and that includes your customers and your employees. However, not all bandwidth is equal. The best-in-class enterprise mobility deployments manage how data is synched when a resource goes out of coverage. Loss of data is not an option.

- **Predictive scheduling.** Using sensor and manufacturer materials data, create maintenance routines which can be translated to hard dollar contracts which improve customer satisfaction and your bottom line.

- **Data integration.** Data in the enterprise is growing at increasing rates, which is both good and bad.

Business and workforce management technology must be able to access and collect data from the field to the factory in order to facilitate better products, more valuable services, higher first time rates and customer satisfaction.

- **Performance visibility.** More than monitoring metrics like productivity and efficiency, M2M can monitor the use of mobile tools and applications, ensuring that tools are being used to help technicians resolve issues in the field, increasing the likelihood of first-time fix.

- **Scalability.** With rapid technology advances, organizations need to build on an infrastructure that can adapt to internal and external needs, e.g., sales/customer volume, technology or application updates, and support high-volume transactions.

- **Security**. Data safety is paramount. Yours and your customers. A provider that takes no chances uses security groups and can add network access control lists (ACLs) as a second layer of defense.

ServicePower's Expert Field Service Strategy

Understanding who your customers are in order to meet their needs and expectations to develop a seamless customer experience journey is integral to leveraging emerging technology.

ServicePower offers state-of-the-art support services. In addition to expert software deployment, ServicePower can also help you integrate new workflows into your existing business processes, manage and optimize your operations, and assess and sustain suitable KPI, ROI, and NPS metrics.

Our teams of experts come from the leading service industry providers and use their extensive experience to recommend customized changes that will improve your operations, support user adoption (internal and customer), and ensure process improvements. We can also help design new processes or implement change if you need experts to fill gaps on your team.

About ServicePower

For companies providing field service, ServicePower is the only Mobile Workforce Management platform facilitating "Hybrid Workforce Management," enabling organizations to save money, improve customer satisfaction and drive new revenue by efficiently managing both employed and 3rd party service providers. ServicePower uniquely combines entitlement dispatch, schedule optimization, field mobility, customer portal, workforce management, reporting and e-commerce for all field service interactions in a single solution.

Our customers achieve as high as 400% ROI from the ServicePower platform.

ServicePower also offers a fully managed network of 3rd party service providers to enable rapid and high-quality on-demand "spill-over" servicing at peak times and in hard-to-reach locations across North America and the United Kingdom.

The ServicePower Solution is:

- Comprehensive
- Cost-effective
- Easy to use
- Secure
- Flexible
- Scalable
- Future-proof

Simplified Service Delivery. Maximized Profitability.

ServicePower helps achieve the "big win." By evolving service delivery, facilitating hybrid workforce management in one platform, and maximizing profitability, our customers can realize exponential ROI from efficiency savings and productivity improvement, while also driving new, high-value recurring revenue growth.
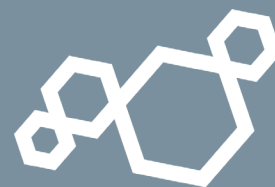

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