OPTIMIZE THE CUSTOMER SERVICE JOURNEY AND MAINTAIN A COMPETITIVE ADVANTAGE BY LEVERAGING AN END-TO-END FIELD SERVICE SOLUTION

Service**Power**

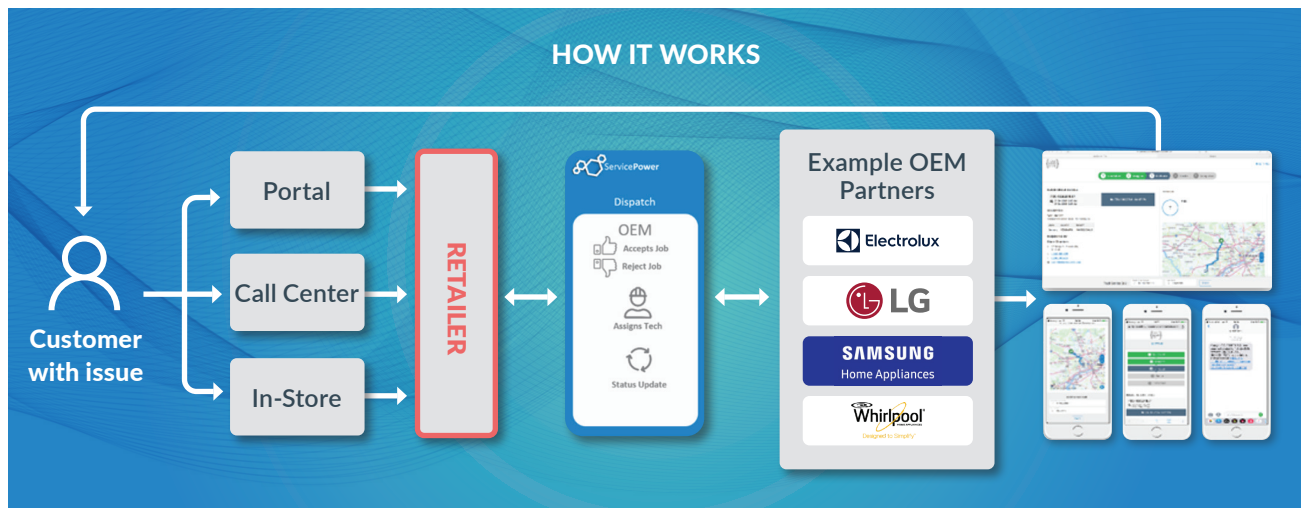*"ServicePower works with global retail leaders including Lowe's, Home Depot, Richer Sounds and John Lewis Partners."*

When it comes to serving your market, innovation is key. It's the foundation of a high-quality product portfolio and uncompromising customer service. You're always looking to secure your place at the top by focusing on people—customers, employees, and industry partners—and by creating a brand that promotes trust and customer loyalty.

Foreword-thinking retail organizations understand that nurturing the customer experience goes beyond the initial sales engagement. The customer experience has its own lifecycle that, if not curated properly, could break down at any time. The importance of visibility into the customer journey and the connection with the manufacturers is vital.

Fortunately, there is a solution that can provide end-to-end visibility into the complete customer journey.

Optimize The Customer Service Journey And Maintain A Competitive Advantage By Leveraging An End-To-End Field Service Solution

1

Own The Customer Journey

At ServicePower, we've found that a dynamic consumer portal can act as a solution for strengthening the customer relationship by not only creating demand, improving retention, and enhancing your brand essence, but also by increasing insight and end-to-end control over the entire customer relationship lifecycle.

HOW IT WORKS

Customer with issue → Portal / Call Center / In-Store → RETAILER → ServicePower Dispatch (OEM Accepts Job, Reject Job, Assigns Tech, Status Update) → Example OEM Partners (Electrolux, LG, SAMSUNG Home Appliances, Whirlpool)

Servicepower can help position your organization as the guiding force in the entire customer journey.

- Leverage a network of third-party contractors

- Dispatch the most qualified technicians for every service request, increasing first-time fix rates and reduce turnaround times

- Use real-time traffic and GPS location data to optimize route planning and scheduling

- View and monitor every detail of the service process as it happens

- Increase third-party accountability through gamification and job performance insight

60%

of all customer service engagements will be **delivered via digital or web self-service channels** by 2023.[1]

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2

Increase Revenue Opportunities

Upselling and cross-selling are critical to building long-term financial viability, which allows you to keep prices low to maintain a competitive advantage, and to continue investing in new business initiatives. The ServicePower Customer Portal can give your organization the ability to proactively promote product enhancements, add-ons, extended warranties, and new technology through ads right on the portal where they're always visible to your customer.

With the ServicePower Customer Portal, your organization can:

- Create customized ads for each consumer, based on their specific products, warranties, and available enhancements

- Drive brand awareness, loyalty, and retention

- Offer year-end clearance and year-round sales deals

- Provide online product warranty information

88%
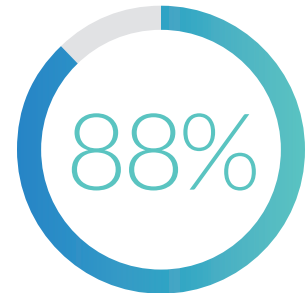
of consumers surveyed **expect a brand or organization to offer an online self-service portal.**[2]

Enhance Customer Satisfaction

Customer expectations are higher than ever and most say they would switch companies to get a better customer experience.[3] A self-service portal is among the most valued service options. The ServicePower Customer Portal is convenient, allowing customers to engage with you from any location on any digital device at any time. Customers can use the portal to self-schedule service appointments, check status on requests, review warranty information, and get real-time status updates.

SELF-SERVICE PORTALS INCREASE REVENUE AND CUSTOMER LOYALTY[4]

$1B
revenue impact from improved customer experience.

5x
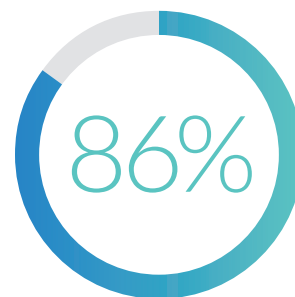Loyal customers are 5 times more likely to do business with a company again.

89%
customer retainment with strong engagement.

40%
Increase in revenue due to customer engagement.

ServicePower gives your customers more options and control over their service experience, while enhancing the customer relationship.

- Simple registration form
- Self-select appointment times
- Ability to upload pictures and detailed descriptions
- Easy access to warranty information
- Ability to request real-time status updates and appointment reminders

86%
of customers now expect **self-service options**.[5]

"The suite's popular customer portal and warranty claims management shorten interaction times for customers"

- Gartner Field Service Management Magic Quadrant

Increase Visibility And Service Performance

The foundation of a highly performing at-home service offering is actionable data analytics with which to track business performance, implement continuous improvement initiatives, and promote better decision-making. ServicePower enables organizations to continuously monitor and track operational KPIs through dashboards, alerts and reports. This allows businesses to quickly adjust strategies in real time.

THE BENEFITS OF USING DATA ANALYTICS[6]

42%
increase in customer retention

18%
increase in service profits

55%
increase in SLA performance

With ServicePower, organizations can improve service operations, enhance forecasting and planning, and improve third-party collaboration to better optimize the end-to-end customer experience.

Business Analytics	Operations Reporting
• Forecasting and future planning	• Universal visibility of operations performance
• Unified reporting from multiple sources	• Operating margins, schedule and service costs
• Fully customizable real-time dashboards	• Customer satisfaction and quality of service
• Mapping demand to capacity	• Fraud analysis
• Extensible data model	• Efficiency and productivity
• Trend analysis	• Drag-and-drop report generation

The ServicePower Customer Portal integrates seamlessly with manufactures and service partners.

Proven Results

SericePower significantly enhances the customer journey through real-time, cross-channel, interactive communications.

ServicePower Delivers Results, *Quickly*

50%	**27%**	**36%**	**39%**
Reduced Turn Around Times	Increase in Net Promoter Scores	Increase in First Time Fix Rates	Increase in Customer Satisfaction Ratings

> "Reference customers gave ServicePower the highest scores of any vendor in this MQ for the time to achieve an ROI."
>
> - Gartner Field Service Management Magic Quadrant

If you would like to learn how to achieve greater ownership of the customer service experience, contact ServicePower today.

Trusted By Global Retail Leaders:

LOWE'S   John Lewis   THE HOME DEPOT   richersounds

1.   Gartner
2.   https://info.microsoft.com/rs/157-GQE-382/images/EN-US-CNTNT-ebook-2018-State-of-Global-Customer-Service.pdf
3.   https://www.clarabridge.com/blog/top-16-customer-experience-cx-stats-to-know-for-2020
4.   https://www.clarabridge.com/blog/the-top-14-customer-experience-cx-stats-of-2016
5.   Microsoft
6.   https://financesonline.com/field-service-management-statistics/