SERVICEPOWER CAN HELP RETAILERS OPTIMIZE THE CUSTOMER JOURNEY AND BUILD BRAND LOYALTY

The world of retail is quickly changing to meet the needs of a more sophisticated, demanding customer—a customer who has more options than ever before. This means finding innovative ways to nurture the customer experience and promote brand loyalty beyond the initial sales engagement.

The customer experience has its own lifecycle that, if not curated properly, could break down at any time. This is especially true when customers are handed off to an OEM for at-home service and repair. A lack of insight from the point of hand-off leaves organizations in the dark as to how their customers are being treated. Further, it gives the OEM a distinct competitive advantage by allowing it the ability to upsell and cross-sell customers.

Fortunately, there are field service management solutions that can help retail organizations capture control of the complete customer journey.

OWN THE CUSTOMER JOURNEY

At ServicePower, we understand that an optimal consumer journey increases demand, improves retention, and enhances your brand essence. Creating that journey requires service tools that increase insight and enable end-to-end control over the entire customer relationship lifecycle.
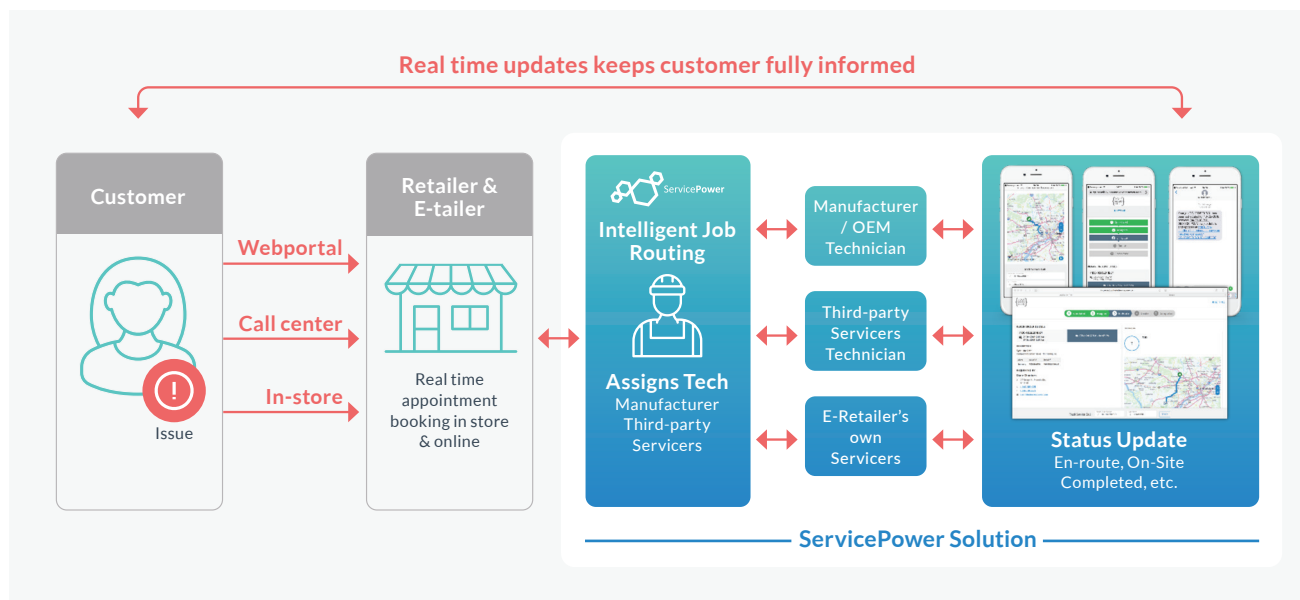

89% of companies with strong omni-channel engagement strategies retain their customers. Engaging with customers can generate **40% more revenue** per individual.[1]

1. https://www.clarabridge.com/blog/the-top-14-customer-experience-cx-stats-of-2016

ServicePower's Intelligent Workforce Management Solution, ServiceInsight, can equip your organization with the tools needed to provide a more personalized customer journey while, at the same time, increasing workforce capacity and improving visibility into overall business value.

- Dispatch the most qualified technicians—whether internal or via a third-party network, based on availability, skills, and constraints—for very service request, increasing first-time fix rates and reducing turnaround times.

- Leverage an unlimited number of third-party contractors or servicers.

- 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

- Improve SLA compliance using AI-based schedule and route optimization

- Capture customer feedback and track technician productivity and satisfaction scores

- Increase third-party accountability through gamification and job performance insight
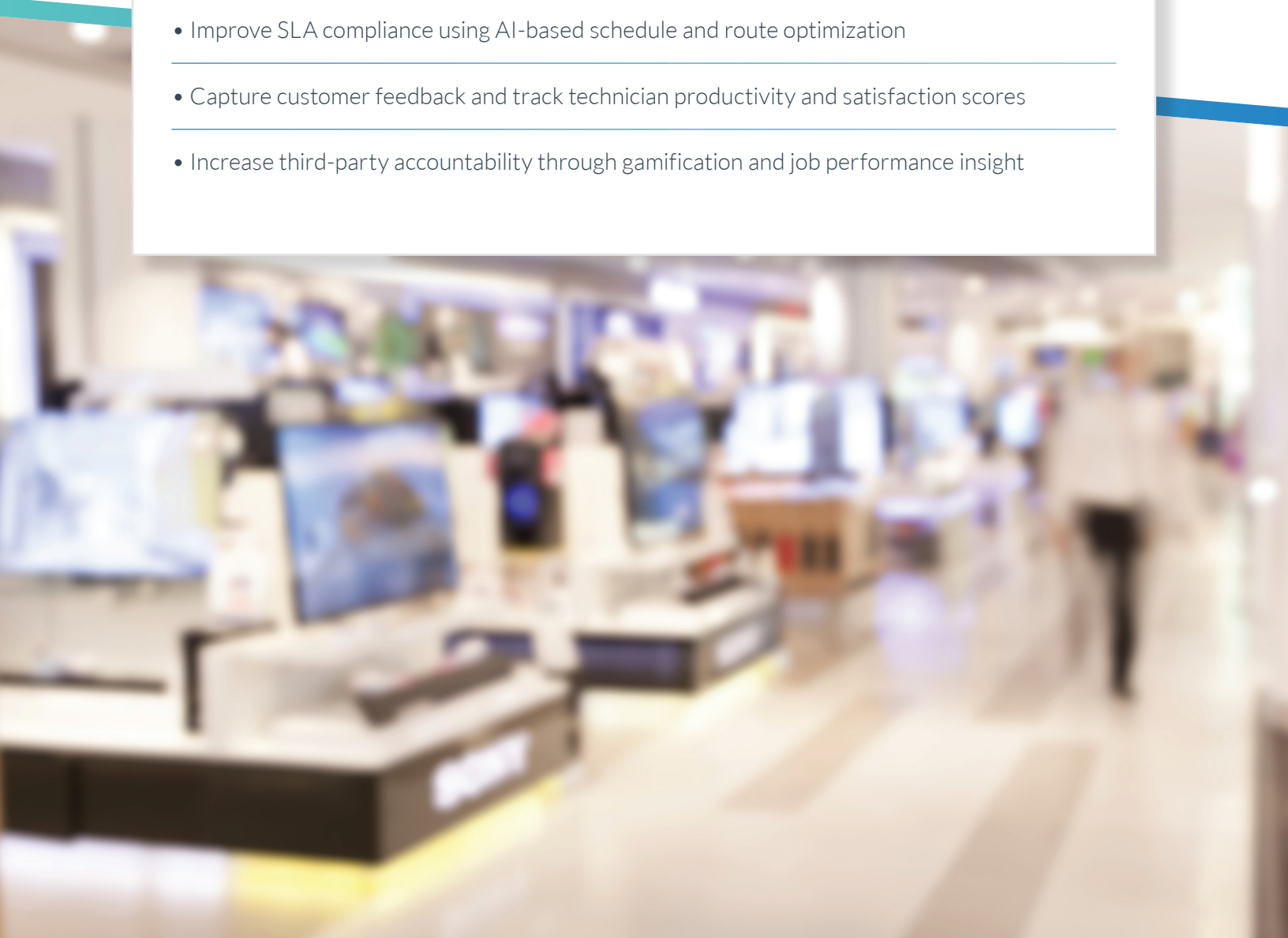
ENABLE A CUSTOMER-CENTRIC EXPERIENCE

D elivering exceptional customer service experiences means providing timely service when and where it's most convenient for the consumer, including in the store. This requires a dynamic work order system that enables in-store management of the entire process. Managing in-store work orders efficiently can set the stage for a more personalized customer journey, improving the customer experience, satisfaction ratings and, ultimately, revenues.

ServicePower's work order management solution can give your organization the ability to streamline and fully leverage every stage of the customer journey:

- Enables technicians to educate customers, set expectations, and provide quotes at the customer's home or in the retail location

- Reduces the need to maintain extensive inventory on site by enabling order and delivery of parts directly through the OEM

- Enables technicians to upsell products, services, and extended warranties while in the store or at the customer's home

- Improves in-store workflows by providing technicians with complete visibility into manufacturer warranties, device specs, repair or replace guidelines, and parts

- Allows customized work order processing for unscheduled walk-up services

- Tracks each technician's time per job and provides details about the encounter, providing insight needed to ensure a positive customer experience

10% A 10% improvement in customer experience scores can result in a revenue impact of $1Billion.[2]

2. https://www.clarabridge.com/blog/the-top-14-customer-experience-cx-stats-of-2016

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. Traditionally, retailers forfeit the upsell/cross-sell opportunity when they hand over the customer to a third-party for at-home service.

That's not the case with ServicePower. The ServicePower Customer Portal gives retailers the ability to proactively promote and upsell service offerings, 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, you can:

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

• Drive brand awareness, loyalty, and retention

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

• Provide online product warranty and service information

• Introduce educational resources on consumption and sustainability

88% *of consumers surveyed expect a brand or organization to offer an online self-service portal.*[3]

3. https://info.microsoft.com/rs/157-GQE-382/images/EN-US-CNTNT-ebook-2018-State-of-Global-Customer-Service.pdf

ENHANCE CUSTOMER SATISFACTION

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

SELF-SERVICE PORTALS INCREASE REVENUE AND CUSTOMER LOYALTY

$1B	5x	89%	40%
Revenue impact generated by a 10% improvement in customer experience score.	Loyal customers are 5 times more likely to do business with a company again and 4 times more likely to recommend the company.	of companies with strong omni-channel engagement strategies retain their customers.	Engaging with customers can generate 40% more revenue per individual.

Retailers can benefit by giving 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

- Easy-to-use interface that reduces "hit and runs"

85%

of customer service interactions will start with self-service by 2022.[4]

INCREASE VISIBILITY AND SERVICE PERFORMANCE

The foundation of a high-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.

With ServicePower, your organization 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 • Unified reporting from multiple sources • Fully customizable real-time dashboards • Mapping demand to capacity • Extensible data model • Trend analysis	• Universal visibility of operations performance • Operating margins, schedule and service costs • Customer satisfaction and quality of service • Fraud analysis • Efficiency and productivity • Drag-and-drop report generation

ServicePower knows the importance of having a field service platform that integrates effortlessly into an organization's existing systems. Our portal has the full ability to run in the background of most project management systems to streamline processes and improve efficiencies. ServicePower can serve up scheduling times and repair insights to front-line employees seamlessly.

THE BENEFITS OF USING DATA ANALYTICS

42%
increase in customer retention

18%
increase in service profits

55%
increase in SLA performance

ServicePower Can Help Retailers Optimize the Customer Journey and Build Brand Loyalty

PROVEN RESULTS

ServicePower significantly enhances the customer journey through real-time, cross-channel, interactive communications. The Customer Portal provides self-service functionality that improves customer satisfaction and increases revenue.

SERVICEPOWER DELIVERS RESULTS

50%
reduction in turnaround times

36%
Increase in first time fix rates

39%
Increase in customer satisfaction

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