



One organisation: on the road and in the office

Field Services eBook
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Introduction



Service companies have a reputation for consistently disappointing customers. In 2019, three of the UK's worst performing brands were service businesses¹.

Each year, community forums fill up with vitriolic comments, media outlets spotlight high-profile blunders, and new studies benchmark the dire state of customer service, leaving customers sceptical and confused about whether or not they can trust their providers.

At the same time, these businesses are having to manage huge, geographically dispersed customer bases. At a time when everything is going digital, quite often it is still the employee on the road that is required to deliver the part of the service the customer sees. Their colleagues in call centres or back at the office may have access to all the details they need at a touch of a button, but do the field service workers?

Ensuring the mobile workforce have the same capabilities as their office-based colleagues is critical to ensure that both customers and employees enjoy positive experiences.

In this eBook, we look at current field services trends and explore how field workers can achieve the same level of customer service as their office based coworkers.

The Mobile Opportunity



We are living in the mobile era. We all have access to more computing power and connectivity in the palm of our hands than thought possible even ten years ago.

More than 3.5 billion people have access to the mobile internet². Mobility dominates our lives. The mobile era is taking over and companies are slowly but surely making the switch.

By 2023, 1.88 billion people will be mobile workers, accounting for 43.3% of the global workforce³.

When almost everyone has the ability to communicate in multiple ways, pay for shopping, board planes and do a hundred and one other things, the expectation is that everyone should be able to do the same.

A mobile worker without the right tools will not only frustrate themselves, but also your customers. It's time to extend the office to a mobile worker's smart phone or tablet.

Challenges of Field Services



There is also the challenge of managing and motivating field technicians.

Field workers are more likely to be working alone, in isolated working environments, with limited communication to head office and face-to-face meetings.

They need the right technology and equipment, tools that can work irrespective of local connectivity.

For workers operating in remote locations, the last thing they want to do after a full day of work is to have to update their reports once they have connection. As well as maintaining morale, there is a more fundamental health and safety perspective if workers are operating in hazardous locations.

Continual contact and communication ensures head offices can fulfil basic duty of care by knowing where their workers are and the support they require.

The technology they use needs to work. They need it to feel part of the wider organisation, to remove potential us versus them mentalities, and to keep them updated with their priorities and schedules.

From Manual to Automated on the Road



In the always-on mobile world, scraps of paper are not fit for purpose. Telematics and field service management systems allow workers to connect with the back office, set accurate estimated time of arrivals with customers and keeps track of those employees on the road, but what happens to the content of those conversations?

Every business needs to be able to measure performance and make accurate, fast decisions. That requires accurate and complete data. Can this be collected, the input trusted, if it is based on scribbled forms manually inputted at the end of a long day's work?

Companies that aspire to thrive in this digital world need to empower their workers with the tools that remove administration and allow them to focus on their actual work.

An engineer, with multiple appointments to make, needs to be able to do what's required, quickly capture customer sign off and file any notes or recommendations, and then move on to the next job. This can only be done with digital tools that capture, categorise and store automatically.

Driving Efficiency to Better Service



Customers expect service companies to deliver the product and services they pay for. Those providers expect their employees to do their work to the standard required to meet those commitments. It is therefore vital for field workers to be able to maintain their schedules, even when away from the office.

Customers like to stay in the loop about their service calls. Delays happen, it is a fact of life. Technicians running late or need to cancel; if a part needs ordering which requires a subsequent visit, there needs to be the ability to extend visibility between customer and back-office.

The difference between a satisfied and frustrated customer is regular, timely and informed communication to the customer, with minimal go-betweens.

According to research carried out by the Service Council, the average first-time fix rate for an organisation is 77%⁴. That means field technicians have to do at least one follow-up visit for just under a quarter of all callouts, costing money, time and increasing pressure on asset availability and response time.

That is why companies need to ensure that the technology they deploy supports their field services. They need to regularly review their investments and adapt their focus to take advantage of new technological development and opportunities. Field service operations need to be built upon a solid strategy, with technology at its core.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company headquartered in the UK, with offices in London, Chicago and Sydney. Founded in 2010, Natterbox is the world's first global business phone system, 100% embedded and managed entirely within Salesforce.

Natterbox offers the complete telephony solution, including Salesforce PBX, Salesforce CTI, Contact Center, PCI Payments and Call Recording within Salesforce. Encapsulating innovative features that help businesses transform their customer experience and accelerate their employee's productivity.

We invite you to engage with us to learn more about how voice plays an integral part of digital transformation, and why Natterbox is the global telephony solution of choice.



References

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