

eBOOK



Digitally Transform Your Field Service Management

Optimize Service Delivery
for Better Business Outcomes



CONNECTED
SERVICE
EXPERIENCE





Executive Summary

Over the past few years, the field service industry has experienced a renaissance—customer behavior has shifted, digitalization has accelerated the pace of change, and the competitive landscape has evolved accordingly. Once viewed solely as a cost center, field service management (FSM) is transforming into a profitable, value-driven business area for many companies.

Despite this paradigm shift, there is still a long way to go: According to a recent Worldwide Business Research (WBR) report, only 18% of surveyed companies are implementing solutions to turn field service into an active profit center, while 51% of respondents see opportunities to drive profit from field service.¹ These results speak volumes about where field service organizations stand today and where they wish to go.

So, how can industry leaders bridge this gap?

The short answer is field service management technology, but that's only part of a larger solution. This eBook from Mize will explore:

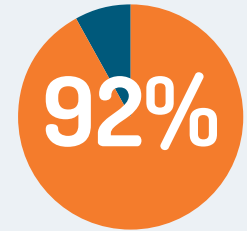
- The processes and methodologies for managing field service
- The benefits of optimizing FSM
- Tips for digitally transforming FSM
- How Mize can help your organization achieve its strategic and operational objectives

¹"The Service Support Guide to Empowering Your Customers." M-ize.com, August 2021. <https://info.m-ize.com/wbr-insights-field-service-report>

FSM 101: The Fundamentals of Field Service

There's a lot more that goes into FSM beyond scheduling maintenance and responding to customer queries. Field service teams are tasked with installation, inspections, maintenance, and repair, as well as selling service plans, which create predictable revenue streams and added profits for service organizations within a manufacturing enterprise. With such a wide array of responsibilities, teams are often split into specialties in different locations. This makes deploying the right specialist at the right time with the correct parts and know-how to fix the issue correctly on the first visit a challenge for many organizations.

Given the complexity of this challenge, it's easy to see how things can go awry—mismanaged FSM can lead to poor customer experiences resulting in customer churn, as well as revenue loss and increased costs. To better understand how to streamline your service and avoid these issues, we'll break down what the field service function is responsible for, what goals FSM should strive to achieve, and how these goals impact your organization's bottom line.



92% of field service organization executives want to transform their service models to meet consumer needs.²

Installation

Installation technicians are often the first people customers interact with—making them the de facto face of a brand or company—and they handle everything from installing equipment to troubleshooting issues.

Inspection and Maintenance

Inspection is inherently linked to preventive maintenance, which ensures durable goods

are proactively serviced. This protects the customer's investment and reduces potential cost risks to the seller. Maintenance refers to the regular and routine services required to keep products in good operating condition before a major breakdown occurs.

Service plans, including extended warranty, maintenance, and subscription programs, are another integral part of the inspection and maintenance process, and can

drive predictable and recurring service revenues. This is another area where technicians have the opportunity—and responsibility—to sell service programs, which ultimately benefit both the customer and manufacturer. But without actionable data, accessing the necessary information to make the sale and optimize performance becomes increasingly difficult.

Repair

Repair services come into play when an equipment failure or malfunction occurs. The repair process can also include servicing, modification, reconditioning, and refurbishment.

Field Service Goals

Whether they're installing an asset or servicing it, field service technicians and their teams all generally have the same goals, including:

- Completing service tasks during the first on-site visit
- Maintaining parts inventory on hand, or truck stock
- Accurately tracking field service activity
- Processing orders and payments
- Upselling and cross-selling

While technicians' goals are more tactical in nature, they have a direct impact on field service managers' goals, which include:

- Maintaining and improving service delivery KPIs and channel partner satisfaction

- Decreasing overall service delivery costs
- Managing third-party contractors
- Improving the cost efficiencies and productivity of service delivery teams
- Increasing predictable and reliable revenue streams from service plans, warranty entitlements, and maintenance agreements

These objectives may not seem directly correlated, but they all have one thing in common: They require a connected, structured service lifecycle management system in order to be executed effectively—the key word here is *effectively*.

Take activity tracking, for example—can you track activity in the field without FSM technology? Yes, but manual methods require more time, resources, and human capital, and they also have a wider margin of error. FSM software improves the cost efficiency and productivity of your service teams; plus, it integrates with contact centers for real-time visibility of request status, service jobs, and more.

CASE STUDY



Blue Star is India's leading air conditioning and commercial refrigeration company. Blue Star's integrated business model of a manufacturer, contractor, and after sales service provider enables it to offer an end-to-end solution to its customers, which has proved to be a significant differentiator in the marketplace. In fact, every third commercial building in India has a Blue Star product installed.

CHALLENGE

- Blue Star operated multiple, disparate systems for service and support
- Each department within Blue Star had a unique set of workflows and processing requirements
- Complex and time-consuming processes required large back office staff
- Revenue opportunities were missed because they lacked functionality and automated processes to sell Annual Maintenance Contracts (AMC)

FIELD SERVICE MANAGEMENT SOLUTION

IMPACT

- System unification simplified service transactions
- Streamlined processes
- Improved transaction visibility for management
- Increased service revenue through AMC generation
- Reduced IT support costs
- Reduced labor costs by 60%

² Eira, Astrid. "36 Vital Field Service Management Statistics: 2020/2021 Analysis of Data & Market Share." FinancesOnline.com, March 31, 2021. <https://financesonline.com/field-service-management-statistics/>

Managing Field Service: Current State Vs. Future State

FSM tasks run the gamut from locating vehicles and dispatching work to ensuring driver safety and managing inventory, billing, accounting, and other back-office systems. Typically, software is used to manage these components, but this can get complicated if a different solution is deployed for each specific area. If software isn't utilized at all, then these components are managed manually through spreadsheets, emails, and pen and paper, which may work for very small organizations, but will prove to inhibit growth in the long run.

Current Methodology

Benefits:

- Managing field service, even using manual methods, provides better control, organization, and flow of FSM
- Application-specific software eliminates the need for manual data entry and improves the execution of managing particular activities

Challenges:

- Manual data entry is error-prone
- Application-specific software is disparate and disconnected
- These methods don't provide technicians with a mobile-ready means for accessing the information (customer information, product details, how-to videos, etc.) they need immediately
- When work orders are complete, tracking data, billing information, customer surveys, and other key data are physically stored, and searching for them can take a long time

Modern Methodology

Benefits:

- Centralized platform-based software unifies all FSM components in one tool, eliminates the need for manual data entry, and improves the execution of all field service activities
- All input data is centrally located, making it easily searchable and accessible, and allows for data analytics/KPIs to be presented in dashboard form for a quick view and understanding of all processes and progress
- Connects field service with the customer, making it easier for both parties to communicate and provide real-time updates, and it gives customers an easy way to request/schedule service
- Can integrate with other components related to the entire service lifecycle

Challenge:

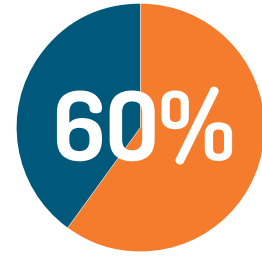
- Requires consultation and investment in a new SaaS solution

The Perks of Going Digital: What Does Transformation Look Like?

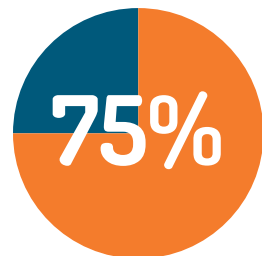
Optimizing FSM requires digitally automating all of your FSM team's information, processes, and activities through a centrally-deployed system. This means that:

- Customers can visit your website to communicate with a specialist or fill out a form to request service
- Field service technicians have mobile access to the information they need to complete a job or work order, automatically schedule their day and map their route, and connect directly with the customer
- Field service managers can view and manage their teams via a holistic platform and ensure that the appropriate information is being communicated, collected, and shared among key stakeholders, including managers, technicians, and service organization administrators

The ROI of optimization is substantial, with the business, service organization, and customers all reaping the benefits. Once deployed, a service lifecycle management system will produce long-term savings, reduce overhead, improve brand recognition and loyalty, increase after-market revenues, and facilitate a more organized, responsive, and well-oiled service organization. Customers enjoy a streamlined experience and interaction with the brand, quicker access to knowledge and self-help options, and hassle-free requests for service.⁴



According to the Service Council's 2021 Voice of the Field Service Engineer (VoFSE) survey, which included 700+ technician respondents, more than 60% of FSEs agree technology makes them more productive.³



Approximately 75% of field service businesses that use mobility tools have experienced increased employee productivity, while the rest have seen customer satisfaction rates rise.⁵

³ Israel, Michael. "Technology Adoption in Field Service: A 5-Step Best Practices Guide." FieldTechnologiesOnline.com, 2021.
<https://www.fieldtechnologiesonline.com/doc/technology-adoption-in-field-service-a-step-best-practices-guide-0001>

⁴ Kartham, Ashok. "Solve Technician Inefficiencies with a Field Service Management Solution." M-ize.com, May 24, 2021.
<https://www.m-ize.com/blog/solve-technician-inefficiencies-with-field-service-management-solution>

⁵ Chawrashe, Ritesh. "Field Service Revenue Growth 2020-2024." ISEMag.com, March 1, 2020.
<https://www.isemag.com/2020/03/telecom-field-service-market-research-revenue-growth/>



Weighing Your Options: How to Select and Deploy a Solution

Before you even start researching your options, be sure that all users and key stakeholders have a seat at the table. If you're implementing a solution for a new line of business, consider hiring for those roles prior to vetting potential vendors—these employees will be using the software day in and day out, and they are the ones who will notice what works and what doesn't in the workflow.

When it comes time to dig in and start considering your options, ask the following questions to help determine which service lifecycle management solution is right for your needs:

- Do our FSM goals align with the organization's overarching business strategy?
- Is it easy to input and extract information from the system (data migration)?
- What does the software's service and support model look like?
- Is the software hosted, provided as a service, or on-premise?
- Is the software configured to meet our specific requirements?
- Does the software integrate with our ERP and CRM platforms?
- Is the software future-proof? Is it up-to-date on the latest security protections?
- Does the software enable us to address the rest of our service lifecycle needs?

The last thing you want to do is purchase technology for technology's sake, which would be a waste of resources and may cause the service team to be skeptical of future investments. Some solutions can help a business digitize paper-based processes within the service function, while others are better suited to facilitate digital transformation across the entire organization. Understanding your organization's business goals and where FSM technology fits into the broader IT infrastructure will help ensure the solution you choose will provide the highest ROI.

Because you'll be working closely with your chosen solution provider for an extended period of time, finding the right fit is crucial. For example, ensure your vendor's strategic vision aligns with your own so you can work jointly to reach specific goals and future growth targets. Customer behavior is constantly shifting, and it's important to select a partner that can remain agile and support your business through disruption.



You'll also need to be prepared for the logistical challenges associated with data migration. Before you sign on the dotted line, make sure you can:

- Afford the initial investment—costs may be high in the beginning
- Understand how your current processes and systems operate and have a plan for how your data will be structured
- If you're purchasing an on-premise solution, confirm that you have the right infrastructure to support the new system
- If you're subscribing to a SaaS solution, establish a strong network to ensure seamless upload and download capabilities

Understanding your organization's business goals and where FSM technology fits into the broader IT infrastructure will help ensure the solution you choose will provide the highest ROI.

Optimize and Maximize: The Mize Solution

At Mize, we live and breathe field service lifecycle management. Our end-to-end FSM solution enables field service organizations and their network partners to improve product and service knowledge delivery, boost customer satisfaction, increase technician utilization, lower mean time to resolution (MTTR), and grow service profits. We can do this all through a singular platform by providing access to knowledge, parts, product 360 information, and service contracts for all stakeholders. For OEMs collecting IoT-connected product information, our Connected Service Experience platform allows them to efficiently manage data *and* make it actionable.

CONNECTED FIELD SERVICE MANAGEMENT

The Mize FSM solution unifies service delivery functions and connects all stakeholders to orchestrate more effective customer service, while reducing operational costs.



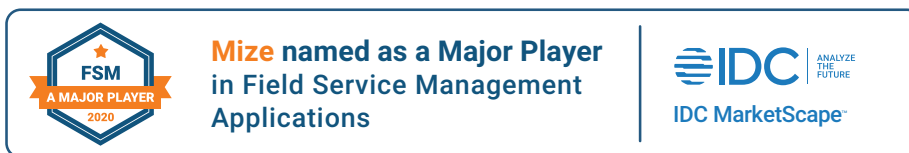
Why Mize?

Unlike our competitors, Mize provides end-to-end service lifecycle interaction coverage that connects all value chain participants, including manufacturers, end customers, channel partners, and suppliers. Our solution can be configured to collect precise data points, reducing errors and eliminating back-and-forth conversations between administrators, managers, and technicians.

IDC recognizes Mize as a leader in the warranty and service contract management category, and as a major player in the field service management and service parts management categories.

“The Mize CX Platform and Smart Blox product puts revenue creation at the heart of the solution, which enables manufacturers and their stakeholders (e.g., channel partners, service provider network) to execute on goals and profitability that is a key driver in today’s experience economy.” – Aly Pinder, IDC Analyst

Mize’s service lifecycle management solution is a SaaS offering



(AWS-hosted) built on a single, unified platform featuring interconnected and independently scalable service lifecycle components called Smart Blox. Smart Blox can be incrementally deployed, as business needs dictate, to address evolving digital transformation and service lifecycle requirements.

For more information about the Mize service lifecycle management solution, visit our website and request a demo today.

Visit: www.m-ize.com

Call: +1 813-971-2666 | **Email:** info@m-ize.com

CASE STUDY



AGCO is a \$10B+ global leader in the design, manufacture and distribution of agricultural solutions with Massey Ferguson, Challenger, Valtra, Fendt, and GSI brands through a network of 3,100 dealers and distributors spanning 140 countries.

CHALLENGE

- AGCO dealer technicians had to interact with several disparate systems in order to obtain the information required to inspect, repair, and maintain AGCO equipment, severely limiting their productivity
- AGCO needed a single seamless platform—in all languages—required to support all regions, globally
- They needed to support a 40% offline/disconnected workforce with automatic content synchronization

FIELD SERVICE MANAGEMENT SOLUTION

IMPACT

- Improved first-time repair rates with ubiquitous access to product and service knowledge
- Reduced annual warranty costs by 10%
- Reduced unrecoverable labor expenses
- Optimized equipment performance and reduced customer downtime
- Increased field technician productivity
- Reduced technical assistance center call volume and support costs



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Explore Service Lifecycle Management with Mize

Mize is a global leader in Service Lifecycle Management, providing a cloud-based SaaS solution for durable goods manufacturers and their value chain. Mize provides a Connected Service Experience among OEMs and their end customers, dealer channels, service provider network and suppliers, connecting and managing all service lifecycle interactions, extending across Warranty, Service Plans, Support, Service Delivery, Parts, and Returns. This results in reduced operational costs, with an optimized service experience and a maximized customer lifetime value.

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