

# The future is now: how connected field service can move your business forward

Your customers may have gone digital, but have you? To run a successful field service operation today, you need to use smart technology to achieve faster resolution times and deliver a connected customer experience.



## The market opportunity

The Field Service Management (FSM) market size is estimated to grow from USD 1.78 Billion in 2016 to USD 3.61 Billion by 2021, at a Compound Annual Growth Rate (CAGR) of **15.1%**<sup>1</sup>

Businesses, on average, spend **80%** of their time reacting to maintenance issues that arise rather than preventing them<sup>2</sup>

**76%** of field service providers report they are struggling to achieve revenue growth<sup>3</sup>

**92%** of executives feel they must adapt service models to keep up with customers' needs<sup>4</sup>

**52%** of companies are still using manual methods to handle field service<sup>5</sup>



The companies that stay ahead of the game will be those that use smarter software to capture data, streamline processes and automate tasks. Here we take a look at how digital transformation is changing field service operations and how the latest technologies can support you across the full field service cycle.

## Digital transformation in field service



### TODAY

VS

### TOMORROW

- SLAs:** SLAs based on response time
- MAINTENANCE:** Time-bound scheduled maintenance
- SUPPORT CONTRACTS:** Time and material contracts
- ORGANISATION:** Siloed support organisation
- SUPPORT:** Reactive support
- COSTS:** Cost center
- SERVICES:** Product-attached support and services
- ENGINEERS:** Field Engineers incident based to increase customer satisfaction
- TECHNICAL SUPPORT:** In-house expertise
- RELIABILITY:** Break-fix

- SLAs:** SLAs based on resolution time
- MAINTENANCE:** Just-in-time consumption based
- SUPPORT CONTRACTS:** Managed/bundled support offers
- ORGANISATION:** Aligned with sales, marketing and product development
- SUPPORT:** Proactive support
- COSTS:** Profit center to "as-a-service" model
- SERVICES:** "Servitization" models
- ENGINEERS:** Field Engineers trusted advisors to expand selling
- TECHNICAL SUPPORT:** Outsourced partnering
- RELIABILITY:** Never-fail

## Predictive Maintenance and Proactive Problem Solving

Connected devices enable proactive problem solving and remote troubleshooting and improve customer satisfaction and resource productivity.

Devices only trigger service when necessary so you only have to dispatch technicians when they are needed. Issues can be solved before the customer even becomes aware of them or before the issue becomes a problem.



There will be 50 billion internet-connected devices by 2020, a **100%** increase over 2015<sup>6</sup>

Businesses can save **12-18%** by investing in preventive instead of reactive maintenance<sup>7</sup>

IoT users enjoy **20%** greater performance in first contact resolution rates, compared to others (73% vs. 61%)<sup>8</sup>

**55%** of Field Service Executives believe that the IoT will be the 'next big thing' related to technology that will help to meet increasing demands<sup>7</sup>

## Automated scheduling

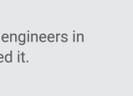
Automated Scheduling allows you to schedule appointments to intelligently balance workload and resources and control costs and productivity by automatically assigning the right technician to the job based on skill set, geography and customer preference.



**73%** of consumers say valuing their time is the most important thing a company can do to provide them with good service<sup>9</sup>

If a technician is running late, text messages with updated arrival times can help: **73%** are more likely to hire the company again if they receive arrival-time notifications<sup>11</sup>

## Mobile Field Service



Not every issue can be handled remotely. Mobile applications and wearable technology support your engineers in the field with up-to-date customer information and guidance whenever and wherever they need it.

**75%** of best-in-class field service organisations provide field techs with remote access to experts while at customer site, improving the likelihood of first visit resolution<sup>12</sup>

The number one reason for return visits from field technicians is a lack of customer information, which comes at a cost of **\$200-\$300** per visit<sup>13</sup>

**Often this technology is wearable:**

Wearable devices are also noticeably growing. IDC forecasts an increase to 82.5 million units in 2020, a 31% growth from 2016.<sup>14</sup>

Customer demand for better service is the top factor driving investment in mobile field service<sup>15</sup>

Best-in-class field service organisations are **72%** more likely than peers to utilise visual collaboration tools<sup>15</sup>

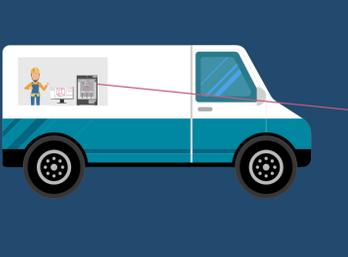


## Producing the right parts for the job

Real-time visibility and mobile access to warehouse data will allow for real-time stock checking, improve speed of processes and reduce costs.

Alternatively more and more businesses are embracing 3D printing technology. The engineer could even produce the parts needed onsite in the van using a 3D printer, significantly speeding up field operations.

It's a technology that has yet to be fully exploited, but it's set to become highly significant for field services, especially as more sophisticated materials such as metal are now being used.



3D printing industry grew **17.4%** in 2016, now worth \$6.063 billion<sup>16</sup>

Market for low-cost, desktop 3D printers grew by **49.4%** worldwide<sup>17</sup>

According to the Wohlers Report 2017, nearly half of all service providers are running 3D printer systems that produce metal parts<sup>16</sup>: **51%** Polymer, **9.2%** Metal and Polymer and **19.8%** Metal.

Integrating this hardware into your service processes and technology will make it seamless, fast, and ultimately drive more efficiency for your organisation.

## Recording all work automatically

Smart cloud-based field service management software will connect with mobile devices in the field and automatically feed back information on the engineers visit to the office.

**Worst part of a field technicians' day:**

**46%** paperwork and administrative tasks<sup>17</sup>

**29%** time spent looking for information<sup>17</sup>

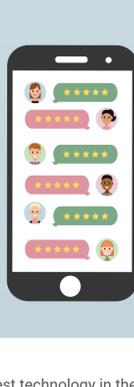
**9 out of 10** best in class field services organisations have a central database for taking advantage of field service history and customer data<sup>18</sup>



## Is your field service engineer now your brand ambassador?

Your field service engineer is now your brand ambassador. Throughout the entire field service cycle, your engineer is likely to be the only person to have made direct contact with the customer. That makes your field service engineers your brand ambassador, responsible for upselling, cross selling and the reputation of your company.

Acting as a key customer touchpoint, your field service engineers need to be knowledgeable of your customer and their service history, the equipment they're servicing, and new products and upgrades that are available, in order to maximise customer satisfaction and service revenue.



**72%** of best-in-class field service companies use customer feedback to measure service and employee performance<sup>13</sup>

**Best part of a field technicians' day:**

**77%** solving customer problems<sup>17</sup>

**31%** dealing with customers<sup>17</sup>

This is why it's vital to get digital and put the latest technology in the hands of your ambassadors. After all, it's only customer-centric field service organisations that will grow their business and outperform the opposition.

## How to take advantage

Changing your approach to service can create new value for you customers and help you capture more business and help you to maximise service revenue.

- 1 Use quality field service management software**  
Utilising quality field service management software enables companies to enhance the management and delivery of their services to a diverse set of customers.
- 2 Connect smart devices to field services software**  
Connecting smart devices and assets to field service software enables companies to leverage the latest Internet of Things (IoT) technology to enhance operations.
- 3 Integrate service across the company**  
Integrating service can provide a true competitive advantage, a single platform gives technicians the ability to identify opportunities in the field – uniting field service, customer service, and the sales organisation.
- 4 Enable field service to power innovation**  
Using smart devices and machine learning to capture, aggregate, and analyse field service technician's repair notes, firms can enable the wisdom and expertise of their employees to power ingenuity.
- 5 Leverage machine learning**  
Leveraging machine learning is critical to field service because it enables predictive maintenance – fixing problems before they arise or can cause disruptions.



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### Sources:

<sup>1</sup>Markets and Markets  
<sup>2</sup>Field Service News  
<sup>3</sup>Salesforce  
<sup>4</sup>eMarkit  
<sup>5</sup>TSIA  
<sup>6</sup>USA Benchmark Report  
<sup>7</sup>Cisco  
<sup>8</sup>Mintel  
<sup>9</sup>Forrester  
<sup>10</sup>Software Advice  
<sup>11</sup>Emaint  
<sup>12</sup>Aberdeen Group  
<sup>13</sup>Microsoft Study  
<sup>14</sup>IDC  
<sup>15</sup>Click Software

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