



# Five ways to know if connected field service is right for your business



# Table of contents

03

Introduction

04

Connected field service at work

08

The advantages of connected field service

10

Five reasons connected field service could be right for your business

19

Next Steps

# Introduction

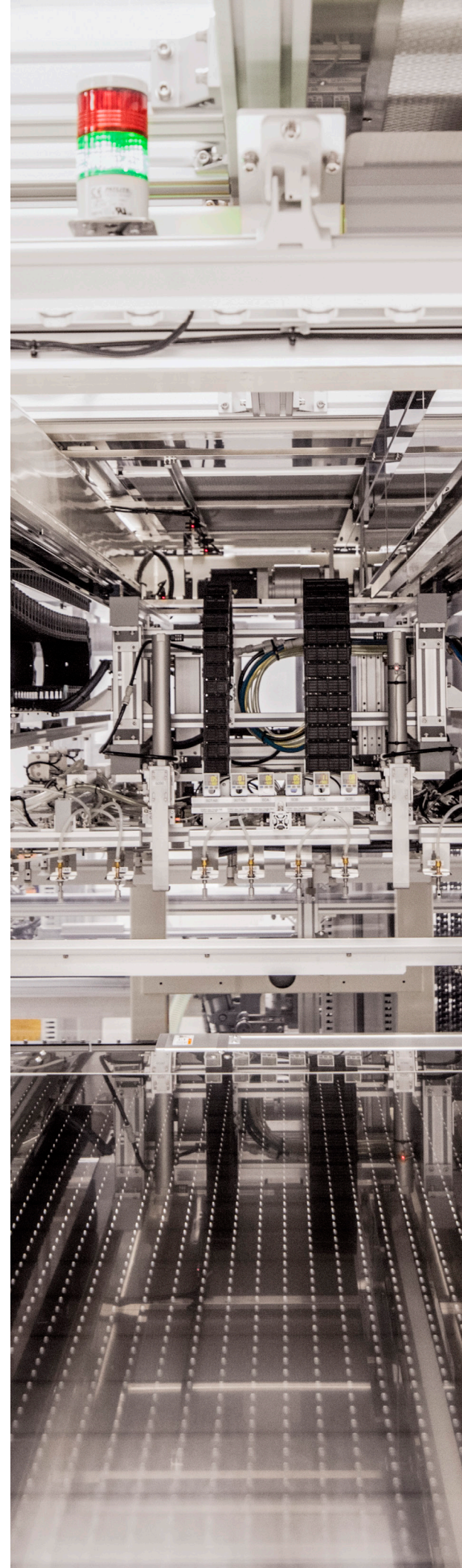
Have you thought about how connected field service could improve your business?

Field service organisations (FSOs) have traditionally followed one of three workflows: installation, maintenance or break/fix or repair appointments. Of these workflows, break-fix can be very costly to your company. In addition to the cost of rolling trucks for repair appointments, technicians often have to perform initial diagnostics only to find that additional follow-ups are needed. Customers, in turn, experience downtime and become frustrated when the repairs are not completed during the first of these calls.

Customer satisfaction and technician productivity are at the centre of any successful FSO. By taking advantage of internet-ready devices that can detect and diagnose issues, your FSO can begin to operate proactively instead of reactively.

Leveraging this model enables companies to monitor equipment remotely, troubleshoot distressed devices and ensure that repairs are made before downtime occurs.

This eBook will help you evaluate whether your business is ready to benefit from connected field service.





# Connected field service at work

Let's look at the three levels of connected field service.

1. Basic
2. Advanced
3. Expert

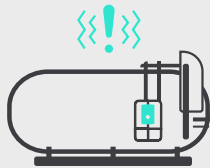
To illustrate how each level works, we'll explore the following FSO scenario:

An FSO installs a sensor on a heating unit at a client site. Then, the sensor sends information about the equipment to the cloud, where anomalies are detected and flagged automatically.

## 1. Basic

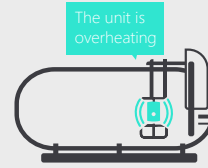
If the heating unit starts to overheat, an alert is sent to the field service management system and a technician is automatically scheduled and dispatched to investigate without any human initiation. This technician is dispatched before the client even knows there's a problem.

1



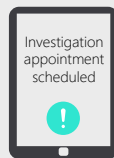
Heating unit starts to overheat.

2



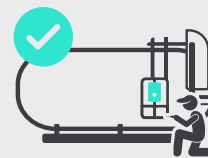
Alert is sent to a field management service.

3



Investigation appointment is scheduled.

4

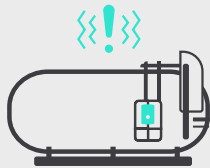


Technician is dispatched.

## 2. Advanced

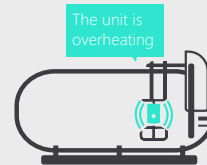
This time, when the heating unit gets too hot and the alert is sent, the field service management system sends a command back to the device, instructing it to perform a restart. The field service management system then waits to see if another “high temperature” alert is received. If the restart doesn’t work, a work order is automatically created and a technician visit is scheduled.

1



Heating unit starts to overheat.

2



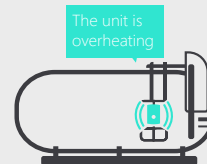
Alert is sent to a field management service.

3



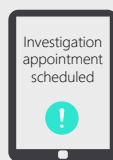
Command is sent to device to perform a restart.

4



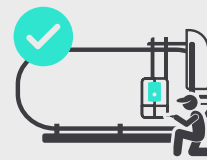
System waits for additional alerts.

5



If unsuccessful, an appointment is scheduled.

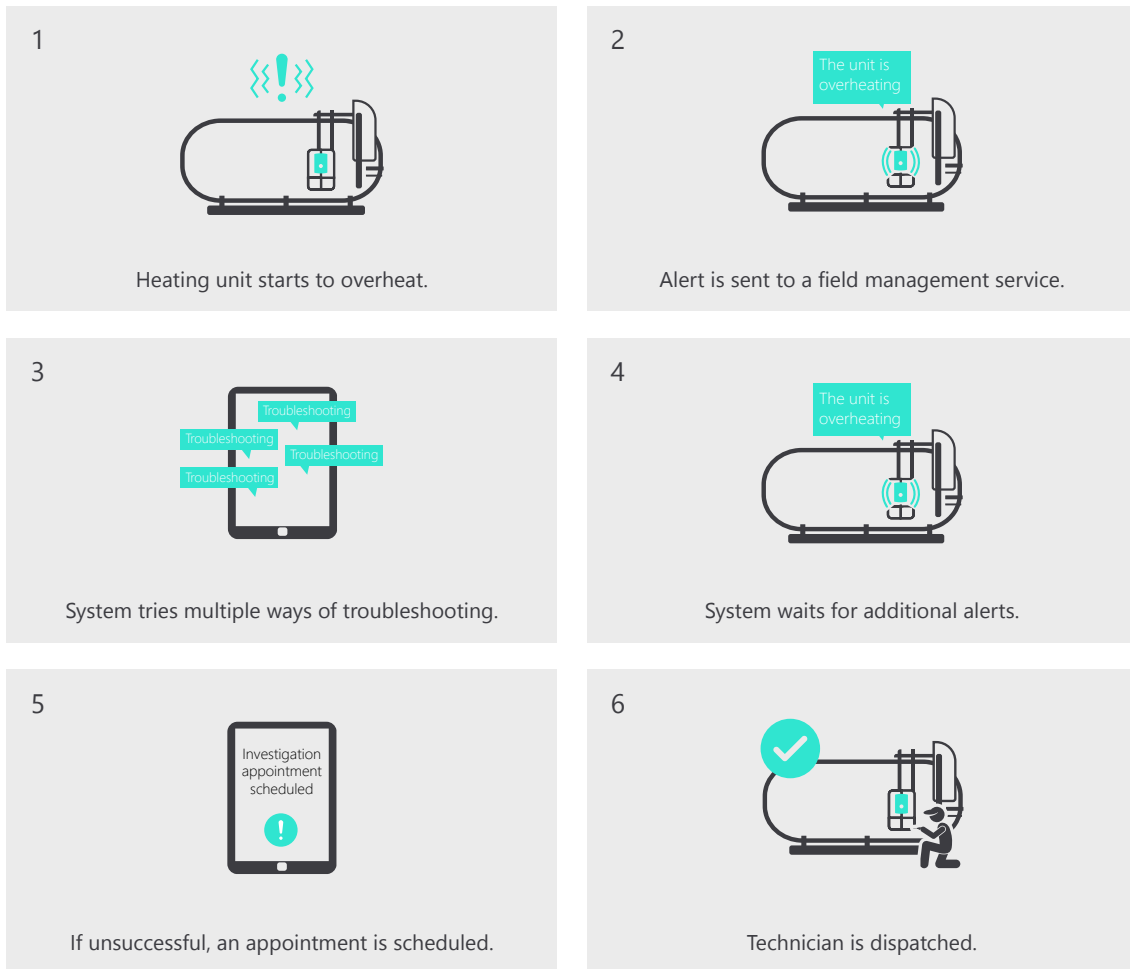
6



Technician is dispatched.

### 3. Expert

At the expert level, the field service management system tries multiple ways to attempt more detailed troubleshooting. This technique exhausts all automated options before a technician is scheduled.





## The advantages of connected field service

Connected field service, at any level, can provide many advantages:

- Improves customer satisfaction by reducing downtime
- Predicts and proactively prevents breakdowns
- Addresses issues faster by monitoring devices remotely
- Automatically determines and schedules resources when field technicians are needed
- Provides a central view for product usage, issues and repair history
- Reduces costs by dispatching the right technicians only when needed
- Identifies underperforming or faulty equipment
- Facilitates preventive maintenance
- Improves first-time fix rates





of the best-in-class service providers use IoT technology to track serviceable assets and equipment. – Aberdeen<sup>1</sup>

By connecting the cloud, Internet of Things (IoT) technology and sensors with the power of a robust field service management solution, connected field service redefines how companies think about their business.

Connected field service is relatively simple to set up, can save you money and can be implemented in stages as your organisation becomes more comfortable using it. It's forecasted that by 2020, "mobile apps will be used for technical projects in 75% of field service organisations with over 50 users."<sup>2</sup>

So how do you know if you're ready to get connected? By assessing these five scenarios – let's dive in.



# 01

## You're successfully using a field service management platform

It's best if your FSO already has first-hand experience using a traditional field service management tool. This shows that your organisation is comfortable using software to improve key metrics. Connected field service expands upon the functions of traditional field service management tools.

If your team is already accustomed to including a field service management tool in standard operating procedures, the transition to connected field service could be even easier. Because your stakeholders have already acknowledged the value of traditional field service management, assessing the merits of leveling up to connected field service can be a natural progression.

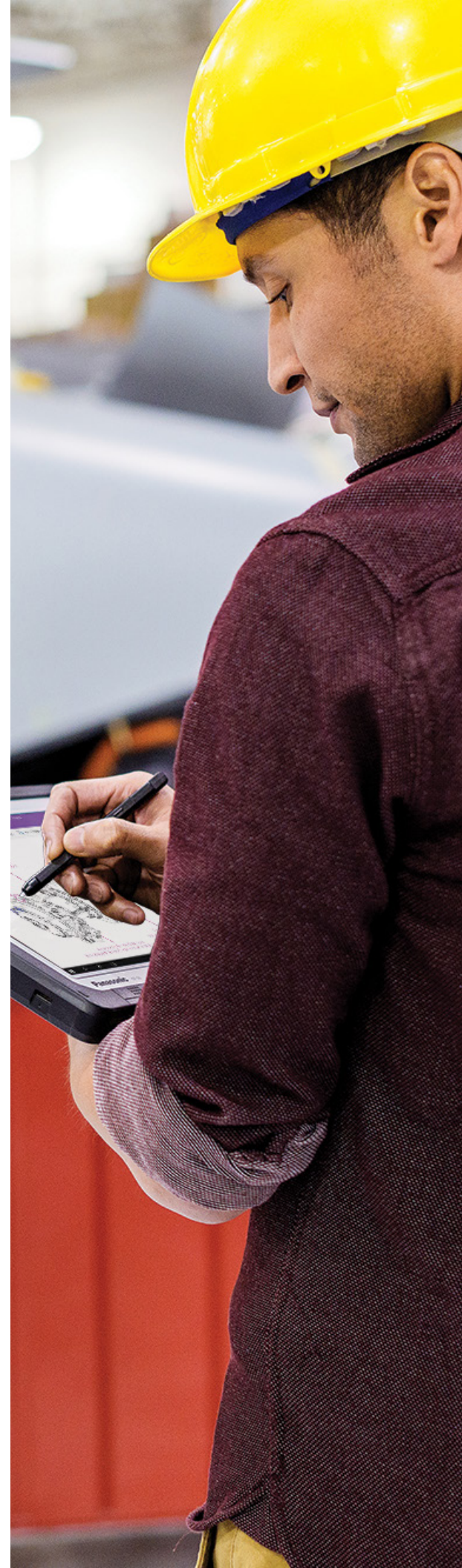
# 02

## You want to move beyond break/fix

The role of field technicians is evolving, and their contributions to your FSO broaden the conventional definition of a service provider. Today, field technicians are uniquely poised to be experts within their industries, create new sales opportunities and detect product competitors while at the client site. By leveraging connected field service, you can enhance these aspects by improving field technicians' onsite efficiency.

*"By 2020, component costs will have come down to the point that connectivity will become a standard feature, even for processors costing less than \$1. This opens up the possibility of connecting just about anything, from the very simple to the very complex, to offer remote control, monitoring and sensing."*

– Field Technologies Online<sup>3</sup>





So how does your FSO move beyond break/fix? Let's take a look:

- A sensor with connected capabilities can be placed on client equipment to collect status reports.
- When the sensor transmits data back to your HQ, it's then integrated into your connected field service software. Here, it's matched with customer information that exists within your current database.
- The data is then delivered via the cloud to the technician on the way to the client site, where he or she can view the complete customer history in real time.

The data mined from the connected sensor eliminates the need for the initial onsite diagnostics. Armed with critical data relevant to the status of the malfunctioning equipment in question, the technician arrives at the client site briefed and ready to tackle the issue at hand. With connected field service, technicians can become trusted advisers, provide educated recommendations and effectively grow the account. Customer satisfaction can be elevated thanks to improved technician productivity.

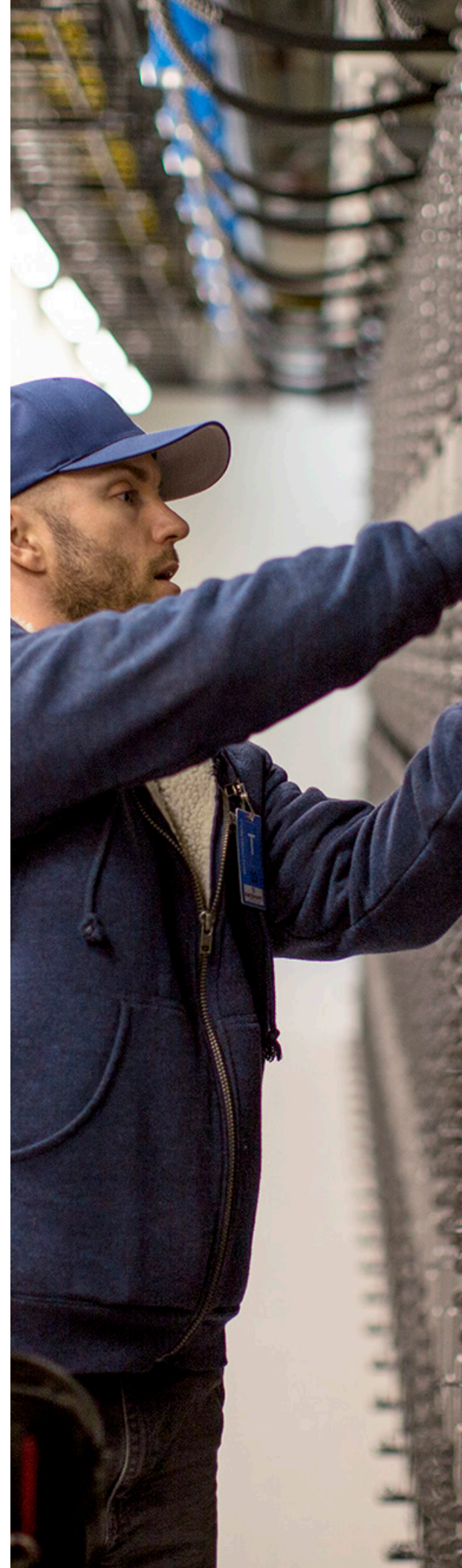
# 03

## There's an appetite for technology adoption across your business

Every company has different digital technology capabilities. While field service management systems are widely adopted, fewer FSOs are implementing advanced technology like automated, optimised scheduling, for example.

With Dynamics 365 for Field Service, users receive end-to-end service, including capabilities not found in many competing solutions, such as predictive equipment, maintenance management and contracts, depot repair and inventory management.

Connected field service presents a complete solution for managing work orders and field technicians in a digital manner. It's a good idea for your key stakeholders to possess an awareness of how the various components of field service software (such as CRM, the cloud and IoT) can advance current operations.





Ask yourself these questions to see if your organisation is ready:

- In the past few years, have you shifted from on-premises servers to the cloud or from a paper filing system to a CRM?
- In the past few years, what has been the general attitude towards new technology in your business? Does your team embrace it and try to learn it – or do they constantly complain that it is yet another thing they have to deal with?

If technology enthusiasts within your FSO see new technology as an opportunity rather than a threat, you're ready to introduce connected field service.

# 04

## You want (and need) to improve KPIs

Every business measures key performance indicators, or KPIs, that help executives and staff understand how the business is performing.

Traditionally, these metrics centre around areas such as:

- Revenue
- Profits
- Growth
- First-time fix rates
- Driving time
- Service time
- Client satisfaction
- Invoiced jobs





However, even the most successful companies in the world don't hit every KPI every time – there's always room for growth. If your company wants to improve KPIs, connected field service is for you.

Let's take one KPI and see how we can improve it by implementing connected field service.

**KPI: Decrease driving time**

Connected field service allows for preventative maintenance to be performed "just in time" based on consumption rather than on a regimented schedule.

For example, take an organisation that's supposed to replace its air filters every six months. Filters in notably dusty environments may need to be replaced even more often. With connected field service, a sensor placed on the equipment transmits an alert when the filter needs to be replaced, allowing the field service organisation to simply add this work to the next scheduled appointment, which avoids the driving time and expense that would have been required to make a special trip only to perform this single task.

The FSO achieves its KPI, and the customer site is more likely to experience improved uptime as filters are being replaced as needed. By tapping into relevant data points amassed via sensors with connected capabilities, connected field service enables FSOs to shift from reactive to proactive maintenance.



# 05

## You want to create new revenue streams

### **The rise of servitisation**

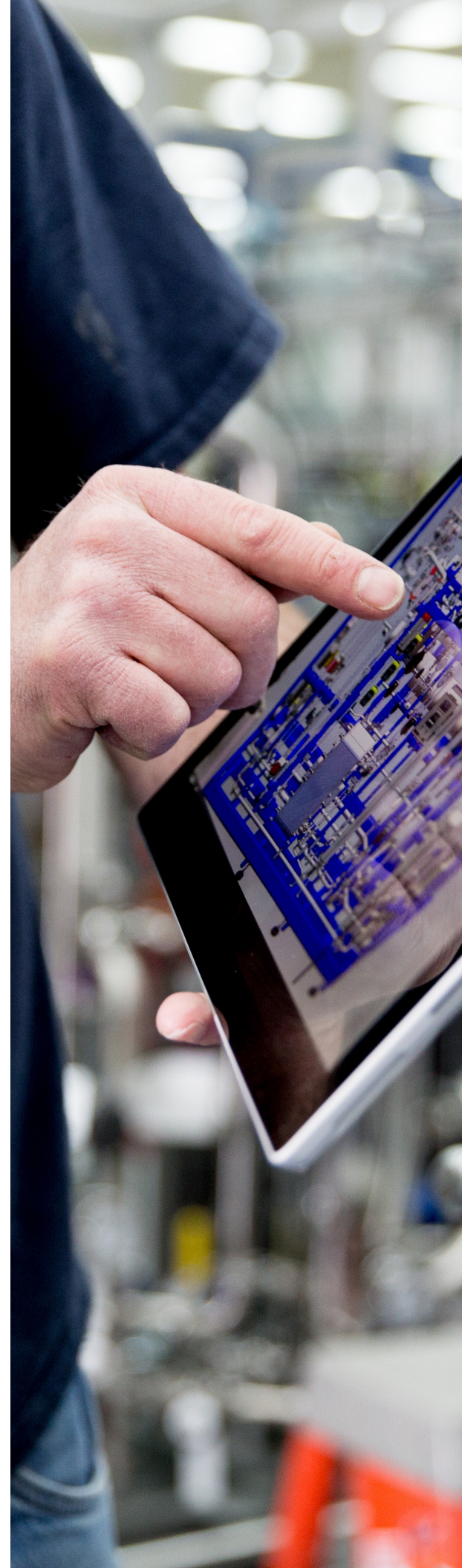
Servitisation is the model of selling the use of a product rather than the product itself. This subscription-like arrangement parallels the “Uberisation” phenomenon. Today, our world is pressed for time – more fixated on receiving rapid, customer-centric service than ever before. Servitisation presents a compelling response to these demands.

Rolls-Royce represents one of the most notable examples of this business model. The luxury automobile and aerospace giant sells flying hours rather than engines themselves. This “power by the hour” business model keeps clients satisfied with prices that better align with a company’s actual use of the product.

### **Connected devices in servitisation**

Meanwhile, the Rolls-Royce engines’ maintenance statuses are monitored remotely. How is this possible? You guessed it: connected field service. Sensors placed on the engines keep field technicians informed of any possible anomalies before clients even have a chance to pick up their phones.

[Click to watch video](#)





The data collected from connected devices is used to implement preventative measures like consumption-based maintenance and self-healing of distressed devices, thereby improving the longevity of the product. If a motor runs slow, all the data points the connected sensor has amassed can be run against the analytics as clues piecing together the root cause of the issue. Connected field service can help your FSO spot trends and identify underperforming equipment, a valuable benefit when deciding whether or not to switch vendors.

The revolutionary servitisation model speaks to the millennial generation and gives your FSO a competitive edge to better market to key consumers in the next 10 years. The data exists – and connected field service makes it actionable.



## Ready to take the next step?

The reality is simple: the future of field service is already here. Connected devices can empower FSOs with the ability to monitor equipment remotely, transmitting data into the software's database in real time.

### Let's recap:

1. Traditional field service management tools have already begun to trickle into the everyday routine of your FSO.
2. You want to establish your field technicians as industry experts while amplifying productivity and customer satisfaction.

3. "How do we keep up with the latest technology?" is a frequent topic of discussion.

4. Hitting your KPI targets is a priority.

5. You're intrigued by alternative business models like servitisation or selling "power by the hour".

In harnessing the power of IoT combined with the cloud, your FSO can shift from the traditional break/fix repair model to a profitable servitisation model that improves KPIs and helps maintain your competitive edge.

# Are you ready to get your business connected?



[Learn more](#)

[Request a demo](#)

1. Matt Toomey, "Using the Internet of Things to Better Serve Customers," Aberdeen, 28th March, 2017.
2. Kimberly Heuser, "Top 5 Field Service Industry Trends for 2018," ServicePower, 5th December, 2017.
3. Astea International, "[The Impact of the Internet of Things on Field Service](#)," Field Technologies Online, 12th June, 2014.