Quest Informatics developed Field Service Management for leading construction and mining OEM.

Introduction

A top 100 Forbes most innovative company, leader in the global engineering field operating in more than 130 countries faced unique challenges on customer field service front.

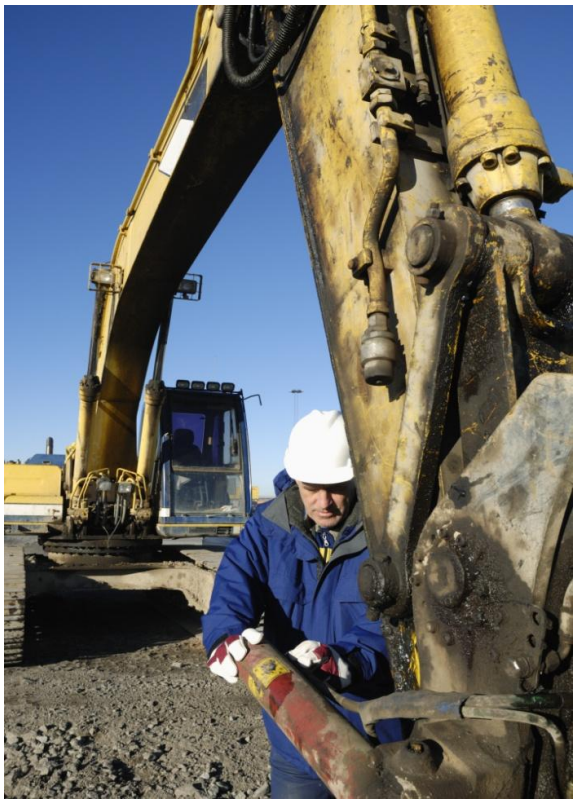
Challenges

While the company had a system to manage service delivery and follow up, it was not meeting all the requirements to achieve operational efficiency. The common customer complaints were i) technicians unable to resolve issues, ii) long waiting periods to receive an appointment and iii) technicians not arriving on time for services. An effective system to track a service engineer's actual field operations and time schedules was absent. Service engineers were maintaining their time cards in excel sheets and it was difficult to review or monitor the actuals.

Status of the machines (whether idle, breakdown or in operation) at the construction and mining sites was missing. Managing a rental management program without these inputs was challenging and management was aware that there could be revenue leakages.

Data analysis was futile as data available was minimal, irrelevant and outdated. Machine population details was sparse, hence serial numbers and ageing were not available to enable preventive maintenance and planning. Customer feedback was not meticulously recorded, measured and monitored due to which corrective actions post escalation were reactive and not proactive.

Finally, measuring customer satisfaction was a major challenge as the response and resolution time recorded was inaccurate and unrealistic. In lack of such comprehensive data, the company could not successfully position its service as a competitive advantage to gain and retain



customers. Customer dissatisfaction led to decline in the services revenue.

A software solution was required to reduce the high operational costs. Client organization considered deployment of a Centralized Complaint Management System (CCMS) to manage customer queries and complaints. CCMS shall record and monitor all customer calls and responses. Requirement of an efficient and comprehensive system to manage field operations of the Service engineers on move and allocating their work was high priority for the client.

While these challenges are common to the industry, and several solutions claimed superiority, the client wanted to evaluate solutions from development houses that have substantial industry exposure to aftermarket services. They also wanted to select a robust enterprise class solution that can comprehensively manage the complex decision making, approvals and support routines of a large multinational organization.

Solution

Quest Informatics with its more than two decade experience of building enterprise aftermarket software was quick to comprehend the client's requirements. Quest suggested they deploy "Field Service Management" (FSM) to surmount all the challenges the company faced. Field service management is a comprehensive solution that effectively captures the complete workflow of the machine status and service status (allocation of service engineer, parts and tools associated with the failure and the response time).

Implementation

Quest software engineers' evaluated the client's current reporting and response process. They mapped the client's requirements through a workflow that seamlessly connected all stages of report to response closure. Quest implemented FSM as a cloud offering on high availability servers. Quest ran a product trial for 3 weeks at the client's company, to familiarize the users with flow, look and feel and reporting. Post the trial, a Support desk was also implemented. By this, calls were forwarded directly to the support desk irrespective of service engineers. Quest Informatics ran a product appreciation training program for all the users. Quest also offered both technical support and product support (helpdesk) to ensure hassle free implementation and quick adoption of "Field Service Management" at client's organization.

Benefits

Client organization, post implementation of FSM gained from several benefits. The application helped to configure the complete service workflow and escalation. Ownership, management of outcomes and sense of urgency was easily brought into the system and customers loved 24/7 helpdesk to lodge their complaints and comprehensive tracking. First call effectiveness for the client's service engineers' improved significantly. Service engineers could reach the location with the right tools and parts so that TAT for repair and respond was manageable. Ease of application and user friendly features including SMS enablement enriched user experience and expedited user adoption across the whole organization. Escalation management became easy and transparent, as the service escalations occurred on Email and SMS. Moreover, the automatic escalation system helped in bringing in a behavioral change and increased customer responsiveness within the staff, with response time reduced from 45 minutes to 10 minutes.

FSM also improved the Integrity of the data available. It also provided them with qualified data of the number of machines, their owners, and serial numbers. This reduced the lead time of response by 1/3rd.

The company now enjoys a comprehensive Centralized Complaint Management System that allows it to track and respond to customer service request in a scientific data driven approach. Customer relationship management and customer experience management have gained new heights as the client has announced 24/7 support with FSM, an innovation which has received wide appreciation by the user community and made a significant difference for the client in the marketplace.