

Get Your Technicians Mobile

And Take Field Service to the Next Level



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Five Pillars of Success

In a rapidly changing world, field service organizations are dealing with rising costs, increasing customer expectations, and tough competition. Yet some things haven't changed. Every successful field service organization recognizes that it must do five things equally well to **competitively and cost-effectively deliver service**: precision, speed, routing, customer centricity, and productivity.

Mobile computing has revolutionized the way we do business. SAP® enterprise-grade mobile apps for service are scalable, secure, easy to deploy, and offer a compelling user experience. The SAP CRM Service Manager mobile app helps companies reduce costs, boost service levels, and increase service revenue by empowering technicians to respond faster and work better. Add the SAP Visual Enterprise Viewer mobile app, an interactive 3-D viewer, to help them pinpoint and visualize components. SAP Visual Enterprise Viewer can also initiate and automate steps to reduce data entry, strokes, and steps. This can further enhance productivity in the field, particularly when working with more complex equipment. Add the SAP CRM Sales mobile app to enable technicians to up-sell and cross-sell parts, services, entitlements, and contracts.

PRECISION

Get the right people to the right place at the right time with the tools and information they need to do their job right the first time. Field technicians often arrive at their job sites without knowing the actual nature of the problem and which piece of equipment is experiencing the issue. It is not uncommon to repair equipment serviced by a competitor or to have to go back to the shop to pick up the right parts and tools. With SAP CRM Service Manager, the technician has all the information about the customer and the asset required to execute the repair, confirm that it is covered or billable, and avoid the need for multiple trips to complete the job. Additionally, armed with SAP Visual Enterprise Viewer to interactively view the asset, the field service technician can quickly and accurately pinpoint the problem and install or order required parts.

SPEED

Respond rapidly and complete the job as quickly as possible to honor service-level agreements (SLAs) and control costs. Every minute of downtime has a real and measurable cost, whether in money, lives, or customer loyalty. SLAs reflect and emphasize this, and one of the most important key performance indicators (KPIs) in field service organizations is SLA performance. Yet most field service organizations find that challenging. With SAP CRM Service Manager, the field technician can find the most direct route and pick up required parts and tools along the way. In addition, the technician can follow guided steps and instructions designed to help each individual work quickly, safely, and effectively, to complete the job in the shortest amount of time.



The SAP CRM Service Manager mobile app helps companies **reduce costs, boost service levels, and increase service revenue** by empowering technicians to respond faster and work better.



ROUTING

Avoid unnecessary trips, minimize travel, and ensure safe driving behaviors. So often, field service technicians arrive at the wrong site, especially when servicing commercial sites and campuses. They can lose time taking a more difficult route or venture unknowingly into unsafe areas. This results in excessive fuel costs and vehicle maintenance, as well as lost labor hours. SAP CRM Service Manager helps the technician locate the correct site, take the fastest route, and stay safe whether on foot or on the road.

CUSTOMER CENTRICITY

Field technicians are often the first and only face to the customer. This is particularly true in service-based organizations such as telecommunications providers, utilities, and facilities management businesses. Yet they are prepared only to get in, quickly correct the problem, and get out. They miss a valuable opportunity to engage the customer, sell products and services, or consider important variables required to deliver good service. SAP CRM Service Manager empowers the technician to engage the customer in surveys, establish and develop a relationship, and ultimately deliver the highest quality of service. Additionally, SAP CRM Sales completes the solution by enabling the technician to upgrade parts, renew contracts, and up-sell new services.

PRODUCTIVITY

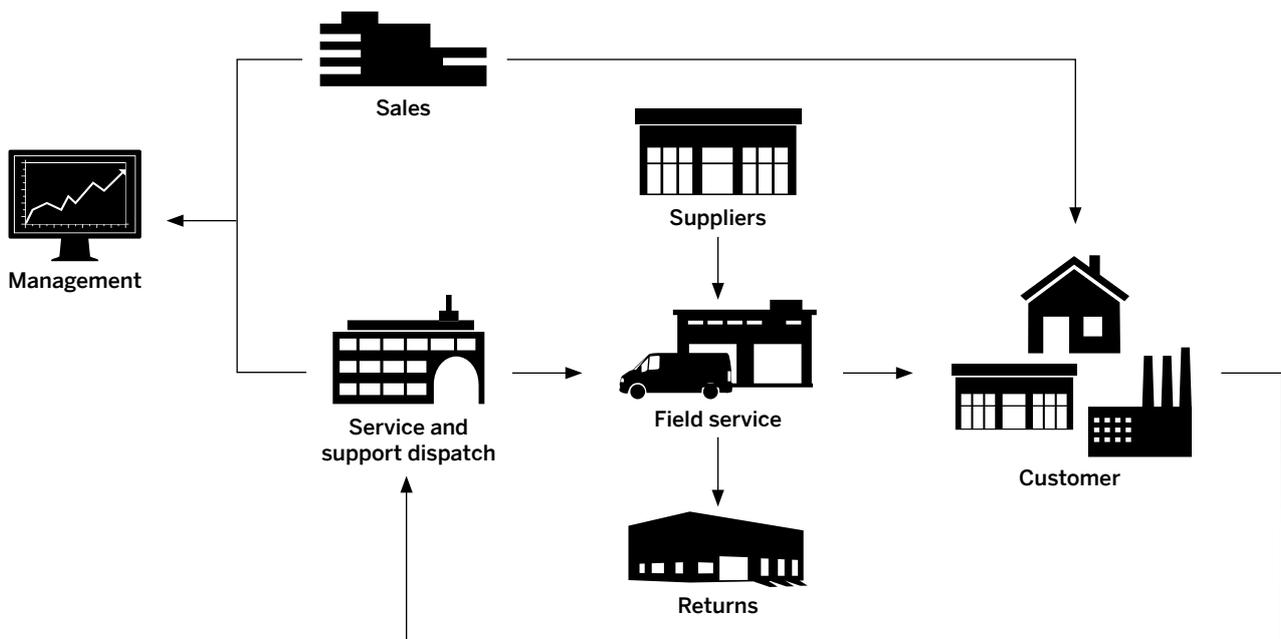
Optimize your utilization of resources and ensure that people work safely and to standard. There is always more work to do, and backlog is a common problem, particularly in industries and regions with aging workforces. Simply hiring more personnel does not necessarily provide a solution, especially if they are less experienced. SAP CRM Service Manager empowers experienced and inexperienced field technicians alike to work safely and efficiently, minimizing downtime, measurably reducing job overages, and mitigating rework. It is a great tool for capturing and transferring knowledge.

Transforming the Traditional Service Organization

Field service organizations traditionally rely on radios and mobile phones for communication, paper-based data collection, and manual processes to promote policies and practices in the field. Often, native knowledge is resident only in the heads of experienced technicians. (See Figure 1.) Even in the most well-run organizations, this results in silos of information, lack of visibility, and delay.

SAP CRM Service Manager alone can help a service organization successfully implement the five pillars, by virtualizing and accelerating the way the field service technician works. However, field service technicians are part of a larger interdependent ecosystem; they must collaborate with parts suppliers and partners in the field. A complete mobile strategy with SAP CRM Service Manager at the center can fundamentally transform the entire service chain, connecting it in real time by powering it with mobile processes throughout.

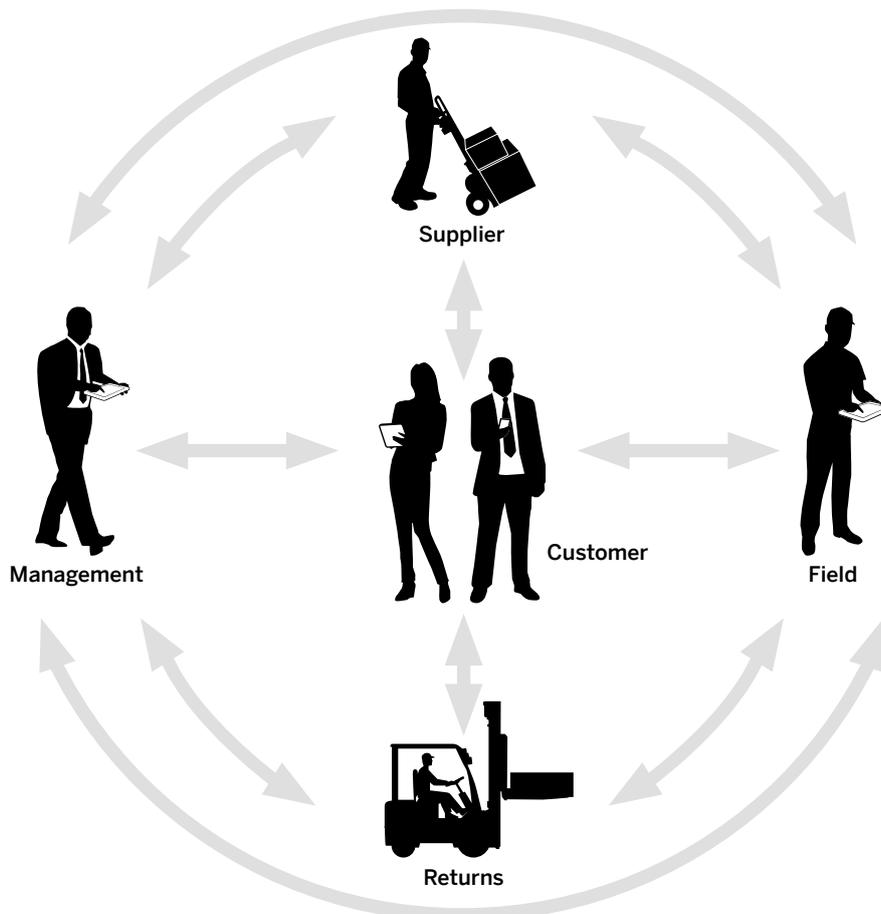
Figure 1: The Traditional Service Chain





Not only does the field service technician achieve 360-degree visibility when delivering service, but everyone from the service manager to the customer, suppliers, and service partner has real-time visibility (see Figure 2). The technician can locate a part and have it drop-shipped at the customer site. The customer can track the technician's progress. Subcontractors can arrive to do their part without holding up or having to wait for the field technician. Management can optimally reallocate and reassign resources on the fly to avoid a backlog and meet the KPIs for their SLA.

Figure 2: The Transformed Service Chain



Reap the Benefits of Improved Service Delivery

By using SAP CRM Service Manager, you realize a number of advantages. Anytime, anywhere access to all needed information and tools increases productivity in the field. This in turn raises customer satisfaction by helping ensure that you meet customer service-level agreements. Moreover, by increasing the utilization of your field engineers, you can lower the overall cost of service delivery. Finally, by rounding it out with SAP CRM Sales, you can increase market share, build customer loyalty, generate new service revenues, and increase shareholder wealth.

Leverage these mobile apps together with analytics solutions from SAP and the SAP HANA® platform to handle the “Big Data” typical in a fully mobile field service organization. Successful field service organizations can harness the power of enterprise mobility, in-memory computing, and analytics to virtualize, accelerate, and transform the business.

Tapping into SAP Mobile Platform enables your organization to support mobile devices through a proven, scalable platform that includes built-in support for enterprise-class security. This platform makes it easier to deploy, support, and manage multiple mobile devices and apps, allowing you to future proof your mobile strategy.



Successful field service organizations can harness the power of enterprise mobility to virtualize, accelerate, and **transform** their business.

Quick Facts

Summary

Outstanding service in the field is the key to customer loyalty. This is especially true in today's increasingly competitive service market. Quick response and resolution are paramount to success. However, to do so profitably and sustainably requires improving workforce productivity and optimizing your field service operations. Empower your field technicians with the SAP® CRM Service Manager mobile app to reduce your service costs, boost service levels, and increase service revenue.

Objectives

- Respond to service commoditization
- Support increasing customer demands
- Handle increasing product complexity
- Minimize costs of fuel and vehicle maintenance
- Bolster service-related revenue streams
- Decrease cost of carrying inventory
- Effectively manage outsourcing
- Shorten cash cycles

Solution

- Receive and update service orders
- Get directions with GIS or GPS
- Access customer data, equipment, installed-base listings, entitlements, contracts, and service history
- View attachments and follow guided steps and instructions
- Capture status, readings, measurements, and customer signatures

- Record problems, actions, time, expenses, and materials
- Attach documents and photos
- Deliver service and resolve the issue
- Create confirmations with signature capture
- Manage vehicle stock and access warehouse and other vehicle stocks

Benefits

- Improve decision making in the field and promote independence
- Work to standards and improve individual productivity
- Support service quality and avoid rework and repeat issues
- Respond faster while reducing mileage
- Improve SLA performance and reduce time on the job site
- Protect and increase service revenues
- Improve customer loyalty
- Improve billing accuracy and compress cash cycles
- Complete more jobs with a smaller and aging workforce
- More easily recruit and train new and less experienced technicians
- Together with other SAP solutions, provide management with a 360-degree view of their operations

Learn More

Call your SAP representative, or visit us online at www.sap.com.

www.sap.com/contactsap

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