Connected Field Service

Set a new standard for customer experience with end-to-end service and back office integration

Increasingly companies are turning to an end-to-end service solution to capture customers' hearts and minds. If a customer has a problem, it's important to capture, diagnose, and resolve those issues quickly and effectively. Not to belabor a point, but our world is very connected, and people are less likely to take to social media because they're happy or satisfied—they are more likely to post and tweet about bad experiences.[1]

Therefore, not surprisingly, a service organization's goal is to resolve customer issues quickly and effectively. But adding a field service visit often increases the complexity, due to the added pressure of getting the right mobile resource to arrive on time, with the right part, to quickly fix the problem—on the first visit.

Let's take a look at how you can take on this challenge, control it, and benefit from it.

[1]Andrew Thomas, "The Secret Ratio That Proves Why Customer Reviews Are So Important," *Inc.*, February 26, 2018, inc.com.

DO YOU

+ Have little/no insight into field technician productivity making you unsure if they can provide quality service experiences?
+ Struggle to deal with unplanned and emergency field events?
+ Have no understanding or visibility into operating performance?
+ Need to maximize your field service operational efficiencies?

ARE YOUR CUSTOMERS

+ Demanding real-time visibility into progress made toward issue resolution?
+ Frustrated because inexperienced field technicians can't resolve the issue?
+ Threatening to use a competitor if they don't get the results they expect?

If the answer to any of these questions is "yes," it's time to make some changes to evolve your field service maturity capabilities further.

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Oracle's Connected Field Service Solution

Connected Field Service allows your service organization to communicate in real-time with your supply chain and financial teams. It combines the power of Oracle CX Service with the best-of-breed field service functionality found in Oracle Field Service with our comprehensive supply chain and ERP functionality.

Connected Field Service allows organizations to provide an **end-to-end service experience** while managing costs, improving productivity, and increasing resource optimization.

Organizations can expect an exponential return on their field service investment by extending their field service data and activities into other critical business processes such as finance/accounting (invoicing, collections, etc.), supply chain (parts management, asset management, etc.) customer support and sales.

Source: Field Service News, November 11, 2019.

The Three Components of Connected Field Service

1. **Oracle CX Service** works as a single point of reference for all customer interactions and all field-focused activities. Customer service reps work in CX Service to open service requests, to diagnose and triage a customer's problem, or order trunk stock.

2. If a technician is needed to go on-site for a repair, **Oracle Field Service (OFS)** supports the automatic scheduling and optimization of all field activities and provides mobile resources with the tools they need to resolve the customer issue the first time. But the solution does not stop there.

3. With **Oracle Supply Chain Planning and Oracle Cloud ERP**, companies can optimize their parts logistics, guarantee a proper service debrief, and record costs (or anything else that might be billable to the customer).

The ability for field service to serve as a competitive differentiator is directly related to the effectiveness of your technology.

Source: Field Service News, November 11, 2019.

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Why an End-to-End Solution?

One simple reason: it adds value. Let's use an example of a fictional company, Alpha Co., that sells (you guessed it) widgets. Traditionally, the company's business model focused on selling widgets, but eventually, their widgets started to commoditize as other companies rolled out similar products, and the market became saturated. Product commoditization is a slippery slope; it eventually forces companies to compete on price (vs. value) and roll out new product iterations with more bells and whistles. Innovation does stave off product commoditization, but eventually, all those new features cannot be fully consumed by your customers. The result? Slower refresh cycles, lower prices, lower product sales.

But luckily, Alpha's management discovered that their customers see the additional value of buying that widget AND having Alpha Co. then provide service on that widget. Add-on, after-sales services can:

+ Expand their product portfolio by offering services wrapped around the widgets they sell
+ Provide opportunities for additional products and services that fit the customers' needs
+ Increase customer satisfaction because of guarantees that the widgets that have been sold are working properly

So, adding a value-add service to what has traditionally been a product sale is a good way for companies to provide another value layer and stave off product commoditization. But to be successful, Alpha needs a system to manage everything.

The good news is that Oracle has a complete connected solution that brings together Oracle CX Service, Field Service, Enterprise Resource Planning (ERP), and Supply Chain Management solutions. These cloud solutions extend your CX capabilities to your field service teams—a connected field service solution, if you will.

LET'S LOOK AT WHAT BEST-IN-CLASS SERVICE ORGANIZATIONS CAN DO:

67% can access repair and parts information through mobile

4x more likely to have **90%** or better customer retention rate

2.5x more likely to see increase in service contract renewals

3.5x more likely to see an increase in service revenue

Source: State of Service 2019, Mobile Technologies Drive Field Success, Aberdeen.

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Connected Field Service Overview

DATA

Service Request →

Leverage knowledge management capabilities. Initiate service requests and manage all service issues.

Parts Ordering →

Check availability and initiate part order from within a service request.

Parts Logistics →

Initiate part order. Manage trunk stock so that tech has part(s) needed for work. Initiate return material authorization (RMA).

Field Service Execution →

Automatically route and schedule field techs. Manage field workers with con igurable solution—that supports collaboration—with back-office and other technicians.

Debrief & Charges

Final review/ adjustment of completed work/charges. If billable, create customer invoice. Records costs for performing service, providing good cost data to analyze and make business more efficient/ profitable

Labor (direct and third-party) and spare parts represent over

3/4

of total field services costs.

Source: The State of Field Services 2020, TSIA

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Connected Field Service Solution Changes the Game

PROVIDE NEEDED DATA FOR DATA-DRIVEN DECISION MAKING
Connecting back office, service, and field solutions provides customer-focused employees with the most accurate information to do their jobs faster and provide better business results. For example, complete customer-related information provides the means to measure and manage customer requests, drive efficiencies, and report (in real-time) on critical operational KPIs, such as forecast accuracy, inventory turn rate, on-time delivery, etc.

FIGHT PRODUCT COMMODITIZATION
As product categories mature, they become susceptible to the effects of commoditization. Fighting commoditization requires differentiation, and the most product-attached services are the type of differentiation that provide customers with the most value-add. These efforts provide customers with a level of convenience that allows them to focus on their core business concerns.

ELIMINATE INCONSISTENT AND SILOED PROCESSES
Reduce inefficient, manual, and time-consuming processes that delay how quickly and thoroughly services are provided. An end-to-end system improves processes for faster service delivery (and a much better customer experience).

REDUCE OPERATIONAL COSTS
Provide on-demand insight to efficiently route and monitor field employees and provide them with mobile tools to increase speed-to-resolution. Remove paper-based processes—thanks to a modern UI and functionality—and upgrade with real-time insight and information. Allow techs to view “nearby jobs” on a map and place jobs they are qualified for onto their schedule.

EMPOWER FIELD SERVICE TEAMS
Field technicians need three things. They need 1) accurate information, parts, materials, and all the proper procedures, 2) the ability to stay in the field, working with customers, and 3) to communicate with back-office employees and other technicians. Accurate information requires up-to-date data from customer files, equipment and asset details, personnel files, and finance. In addition, mobile applications help field technicians make the best use of their time while at a customer sites. Mobile accelerates job completion time, signatory approvals, order processing, and payments. Therefore, to give field service teams what they need, a field service solution should be mobile and integrated with service, sales, and back-end systems, including ERP, warehouse management, and inventory management.

UNIFY AND IMPROVE CX
The days of service requests being logged only via call centers, which in turn were managed by a single service organization, are gone. Companies now know that to meet the demand for ultra-responsive, agile, premium quality customer experience (CX) across all touchpoints, it’s all hands on deck. But cost-effectiveness hinges on an end-to-end service offering connecting your back office with your front office across all channels.

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Let's Get Started

Oracle is reshaping how field service organizations operate by providing proactive collaboration tools and intelligent knowledge capabilities to help increase workforce utilization and delight customers. Combined with our foundational scheduling automation and optimization, Oracle is focused on continuously innovating, allowing customers to advance their own field service maturity.

Access 2019 Gartner Magic Quadrant for Field Service Management Report
Request a live and personalized demo
Compare Oracle Field Service Cloud to the Competition

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Intergrated Cloud Applications & Platform Services

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