




Field Service Management In Digital World



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Digital technologies have changed field service management. It will change more and require organizations to anticipate this in their digital transformation roadmap. Digital technologies have enabled us to understand customers across every service and digital touchpoint to maximize loyalty and customer value. Business models are also changing due to digitally augmented subcontractors, outcome-based contracts, and bots. Field service leaders need to anticipate changes and lead the effort for this transformation. Field service leaders need to identify innovative solutions or approaches to address their field service challenges. With all the changes in Digital technologies, service leaders have plenty to think about when planning for growth and expectations.

When developing a roadmap, we need to identify what is new in terms of customer expectations, technology innovations, and service process transformations? What is changing for field service management (FSM) organizations of tomorrow? How does this impact service experience delivery? Below are some of the factors that influence the roadmap:

- Maturity of the organization in systems, tools, and analytics
- Aspirations of your field service organization.
- Look at what competitors are doing and learn from their success and failures
- You should also look at how other industries have adopted or implemented different service processes, technologies, or business models to achieve their goals.
- Due to changes in the technology landscape, field service management will be impacted in many ways. Field service leaders should keep in mind emerging trends related to evolving technologies and the impact they might have.
- Growing customer experience and workforce engagement expectations.

Field service challenges are very real and constantly evolving. Some of the latest Field service technologies/solutions that field service organizations should look at for digital transformation include:

- Mobile Applications for Field service execution
- Self Service using mobile apps or customer portal
- Asset 360
- Outcome based contracts / Usage based contracts
- Crowd sourcing for sub-contractors
- IoT and its integration with ERP/CRM platforms
- Augmented Reality
- Video Collaboration
- Wearables
- Bots
- Drones
- Artificial intelligence

Without the proper framing and orchestration at the overall company level, the best initiatives will fail to get the attention and prioritization that they need. Below are some

of the factors that may influence technology deployment and business model prioritization:

Service complexity: Complex and high-end assets will need highly trained and knowledgeable technicians. Technicians ability to collaborate and assimilate knowledge will be valuable. Resolving asset issues will require on-site and/or remote expertise as well as equipment remote access.

Asset performance: Customer pays based on usage or outcome of the asset with strict SLA's for asset up time. This necessitates service to be performed almost immediately resulting in high availability or dedicated resources, parts, and tools. An example could be maintenance of all mining equipment's at a mining site to ensure high availability of all equipment's to move earth.

Low complexity assets: Less skilled technicians can service a large number of customers with similar and less complex products. Scaling a simple, repeatable service process to large number of technicians or subcontractors will be of critical importance. A top priority technology for this approach would be an AI based automated schedule optimization tool. An example this asset type could be utility or cable companies.

Knowledge based assets: Technicians are trained on very specific asset models with exclusive access to documentation, parts and training for servicing these assets. A large number of customers will need to be serviced for an issue that potentially could impact multiple assets/devices.

Digital provided a way for leaders to recommit. Technology leaders have a critical role to play in operating model transformation. The vision they establish and day-to-day work practices they instill and reinforce can determine how the organization's culture evolves when it comes to Field Service Management.

Are you looking to deploy new technologies and innovative solutions for Field Service Management? Contact us for detailed presentation on FSM!

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