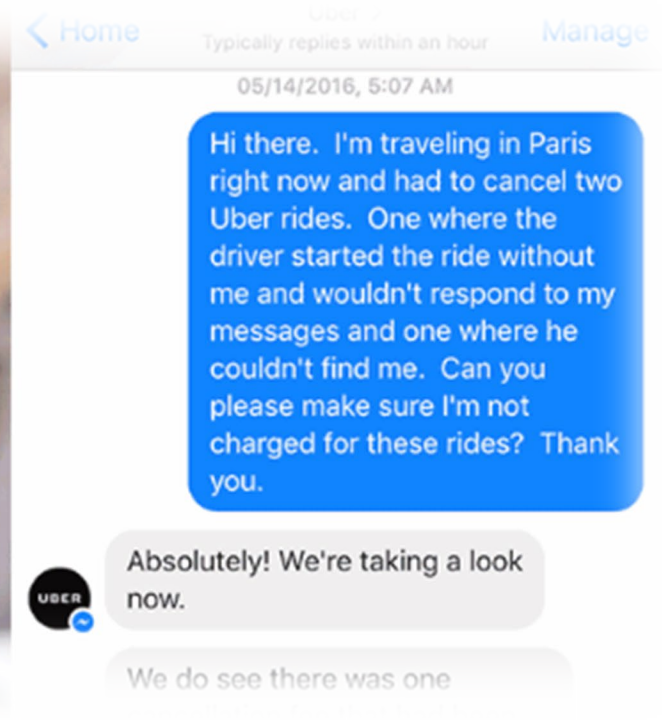


CUSTOMER EXPERIENCE IN FIELD SERVICE: FROM GOOD TO GREAT



MARKA BREWER
GLOBAL INDUSTRY DIRECTOR, SERVICE, IFS

BEFORE WE GET STARTED

- The Webinar is “listen only” and is being recorded
- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console
- Visit the Service Strategies Network group on LinkedIn to continue today’s discussion

SERVICE STRATEGIES CORPORATIC

A GLOBAL SERVICE IMPROVEMENT COMPANY



- Service Strategies provides consulting, training, industry standards and certification programs that help you deliver better service to your clients
- Global organization with partners in Australia, China, Netherlands, Nigeria, UK
- Consulting and Strategic Advisory Services
Guidance to assist companies in improving eService, Support, Field Service and Professional Services operations
- The Service Capability & Performance (SCP) Standards
Recognized as the global benchmark of service excellence. The SCP Standards have been deployed by leading service organizations worldwide for the past 18 years
- SCP Career Certification and Training Programs
Over 5000 service professionals worldwide have attained certification under our industry leading training and certification programs



PERIODIC RESEARCH REPORTS

- Customer Success Management
- Global Outsourcing Practices
- Global Service and Support Models
- Chat as an Enterprise Support Channel
- Resource Planning and Utilization
- After Hours Staffing for Field Service
- Service Industry Outlook Reports
- Industry Compensation Studies (with ASP)
- Field Service and Logistics Research Studies (with Noventum)



Research based on the interests and input of our community

COMMUNITY WEBINARS



- Customer Success Management
- Customer Experience Management
- Strategic Account Management
- Productizing Services, Service Models
- Staff Development, Employee Engagement
- Leveraging Alternative Service Channels



Webinars highlight trends, and best practices from our community of SCP Certified Clients and Partners

2,617

#click, taps, swipes per day!

74%

Offer selfservice to improve the customer experience

28:1

Ratio of Positive:Negative Experiences for Leaders

GARTNER NAMES IFS AN FSM 'LEADER' ONCE AGAIN!

HIGHEST IN ABILITY TO EXECUTE AND #1 FOR COMPLEX SERVICE AND SUP

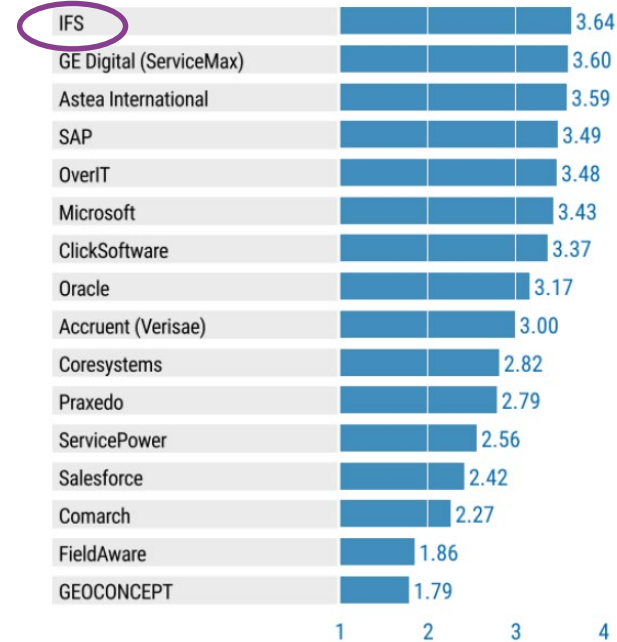
Magic Quadrant

Figure 1. Magic Quadrant for Field Service Management



Source: Gartner (September 2017)

Product or Service Scores for Complex Service and Support



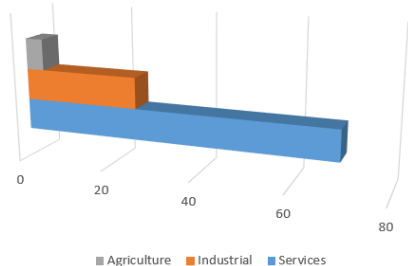
As of June 2017

Source: Gartner (March 2018)

© Gartner, Inc

WHY SERVICE?

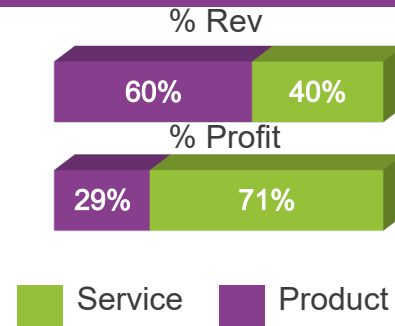
Service Businesses Represent 70% of the World's economy



20,000,000+ Field Technicians Globally

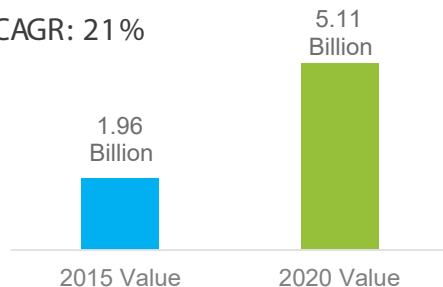


Service Drives Profitability

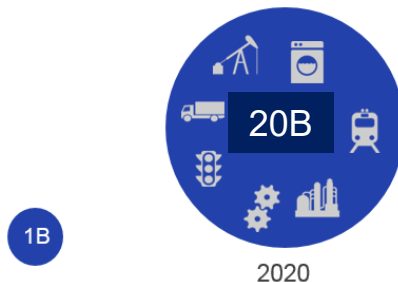


A Substantial Opportunity and Growth

CAGR: 21%



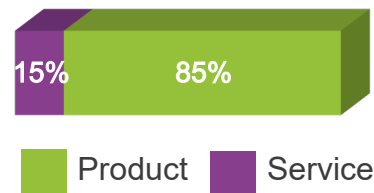
20 Billion Connected Devices by 2020



2010

2020

Service is Underinvested



CUSTOMER EXPERIENCE – WHAT IS IT?

WIKIPEDIA DEFINITION

Customer experience

In commerce, ~~customer experience~~(CX) is the product of an interaction between an organization and a customer over the duration of their relationship.^[1]

This interaction is made up of three parts: the customer journey, the brand touchpoints the customer interacts with, and the environments the customer experiences (including digital environment) during their experience.

A good customer experience means that the individual's experience during all points of contact matches the individual's expectations.

Loyalty

Customer Experience

EVOLUTION OF COMMERCE



Commodity \$0.03



Product \$0.12



Service \$1.50

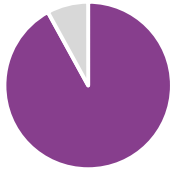


Experience \$4.50

THE EXPERIENCE ECONOMY

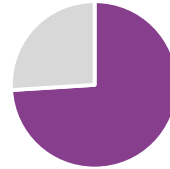
SERVICE IS TRANSFORMING

SERVICE BUSINESS MODELS MUST CHANGE



92% of executives agree that their organizations need to **adapt their service models** to keep up with customer needs

2016 Connected Manufacturing Service Report



74% of executives agree that within the next 10 years **products will become "loss leaders"** while services and maintenance will be the primary revenue drivers

2016 Connected Manufacturing Service Report

IOT WILL HAVE THE BIGGEST IMPACT ON SERVICE

>50%

of Best in Class companies have field assets that are connected with **45%** **executing auto dispatch**

Aberdeen—March 2015

Maintenance Costs

-25%

Downtime

-35%

IoT will lead to a **25%** reduction in asset maintenance costs and **35%** reduction in downtime

US Department of Energy

SERVITIZATION: MANUFACTURING IS TRANSFORMING

PRODUCT AS A SERVICE (PAAS)



Flight Hours...
not just Jet Engines



Tonneof recycled plastic....
not just waste



Document Services...
not just Printers

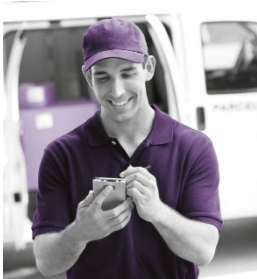

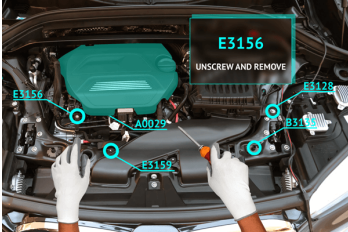
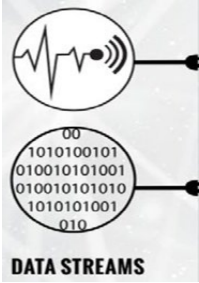
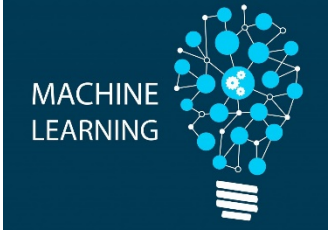
Customers Are Demanding
Outcomes, Not Products

“For every \$1 in equipment sales, we have
the potential for \$12 in sales of services.”

THE SERVICE MATURITY AXIS

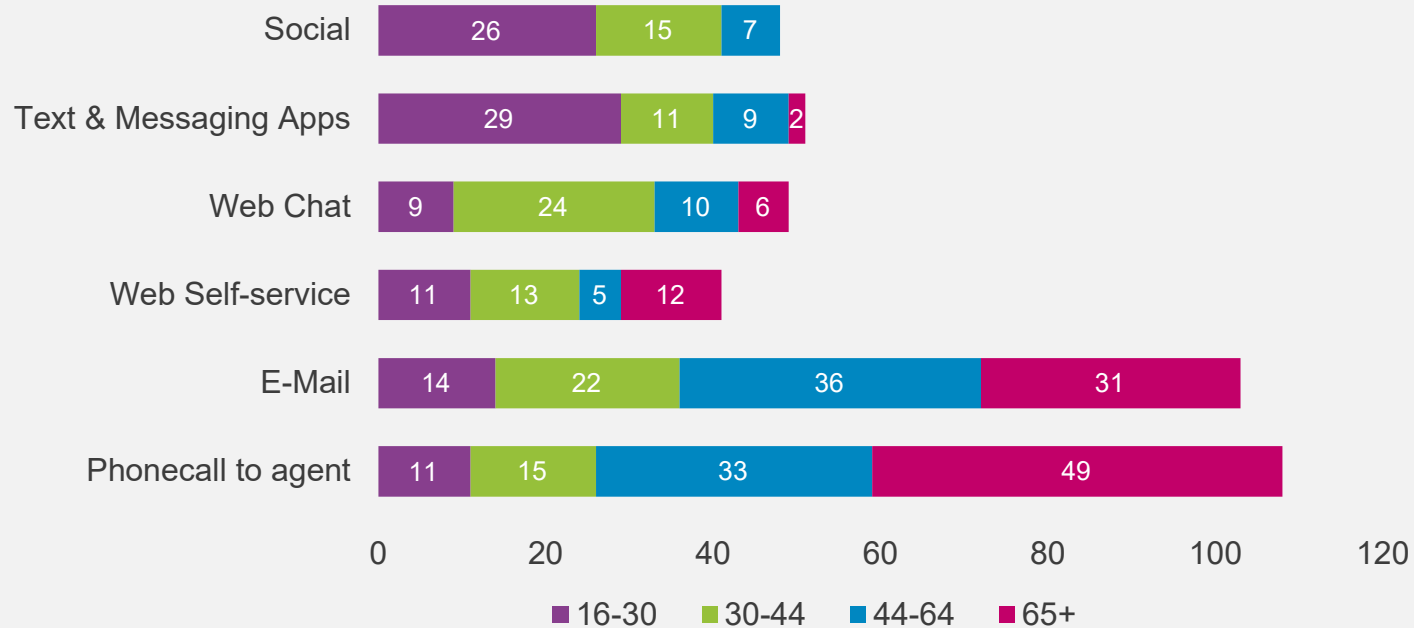


DRIVEN BY EMERGING TECHNOLOGIES

Mobility	Internet of Things	Augmented Reality	Big Data Analytics	AI/ Machine Learning
				
Reactive Service	Proactive Service	Democratized Service	Predictive Service	Prescriptive Service

Hype Cycle

OMNI CHANNEL EVOLUTION OF CUSTOMER SERVICE



CUSTOMER SELF SERVICE

GROWING CX FOCUS

What are your main reasons for offering self-/assisted-service channels?

	Share of contact centers
Improve customer experience	73.7%
Cost reduction	67.9%
Customer appetite for digital	55.9%
Part of an omnichannel strategy (creating seamless customer journeys across channels)	45.5%
Extends service coverage hours	45.4%
Improve sales opportunity/revenue generation	24.1%
Improve employee engagement	19.5%
Other	5.3%

COMMUNICATION HIERARCHY

**Communication
Bandwidth**

Full



Narrow



**Communication
Trade-offs**

f2f

Body language feedback

video

Facial feedback

voice

Tone of voice feedback

text



VIDEO STRENGTHS

SCENARIOS

When trust matters

Differentiated CX

Where F2F is being removed

Hearing impaired

EXAMPLE

High value sales

VIP service

Complaints

Counselling

VOICE STRENGTHS

SCENARIOS

When it's complex

When its emotional

When it matters

EXAMPLE

Problems

Complaints

Retention

TEXT STRENGTHS

SCENARIOS

Explanations

Simple advice

Escalation

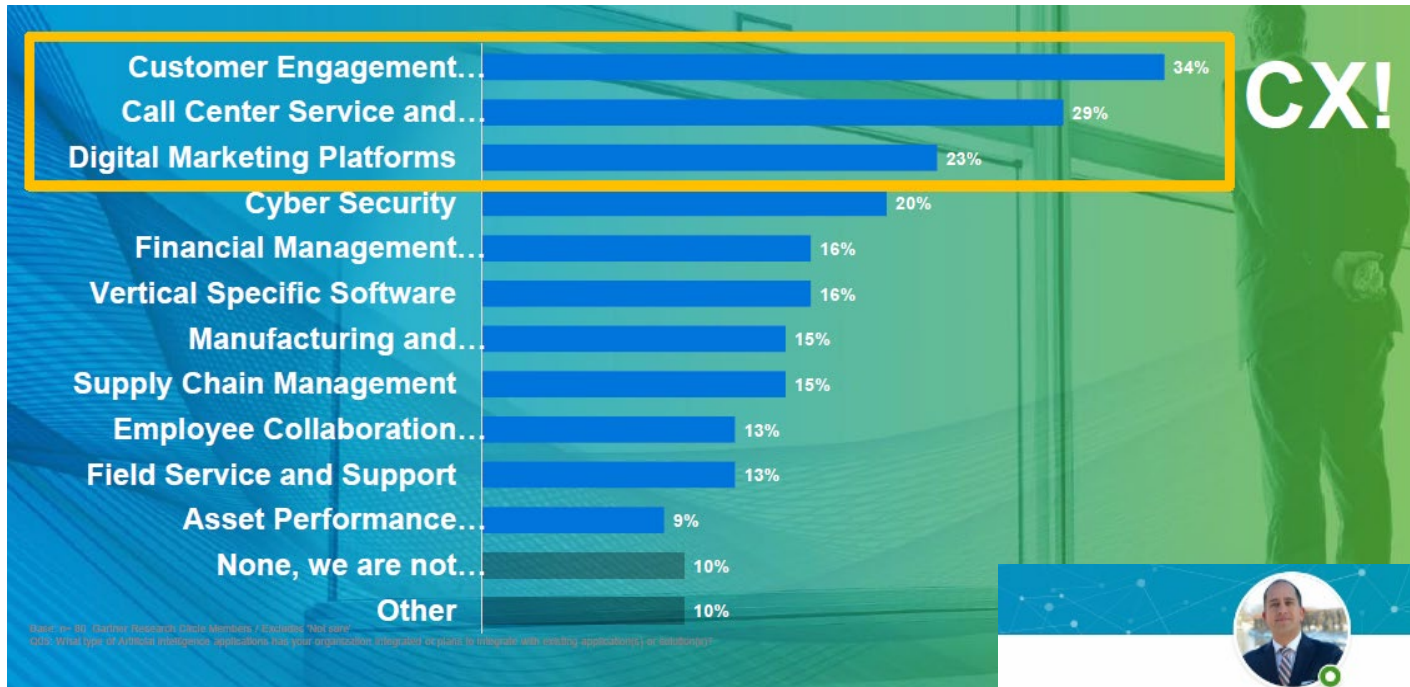
EXAMPLE

How to do something

Where to find something

From self service to live

TOP AI USE CASES



Brian Manusama • 1st

Global Research Director | Customer Experience and Technologies | Conversational AI

Gartner • Christelijke Hogeschool Nederland

FOCUSED USE

*“We’ve already seen more than **2,200** different ways that a customer will ask for an account balance.*

*To handle this, our natural language processing employs **deep learning** algorithms and is able to recognize new misspellings and abbreviations that we didn’t previously train it on”*



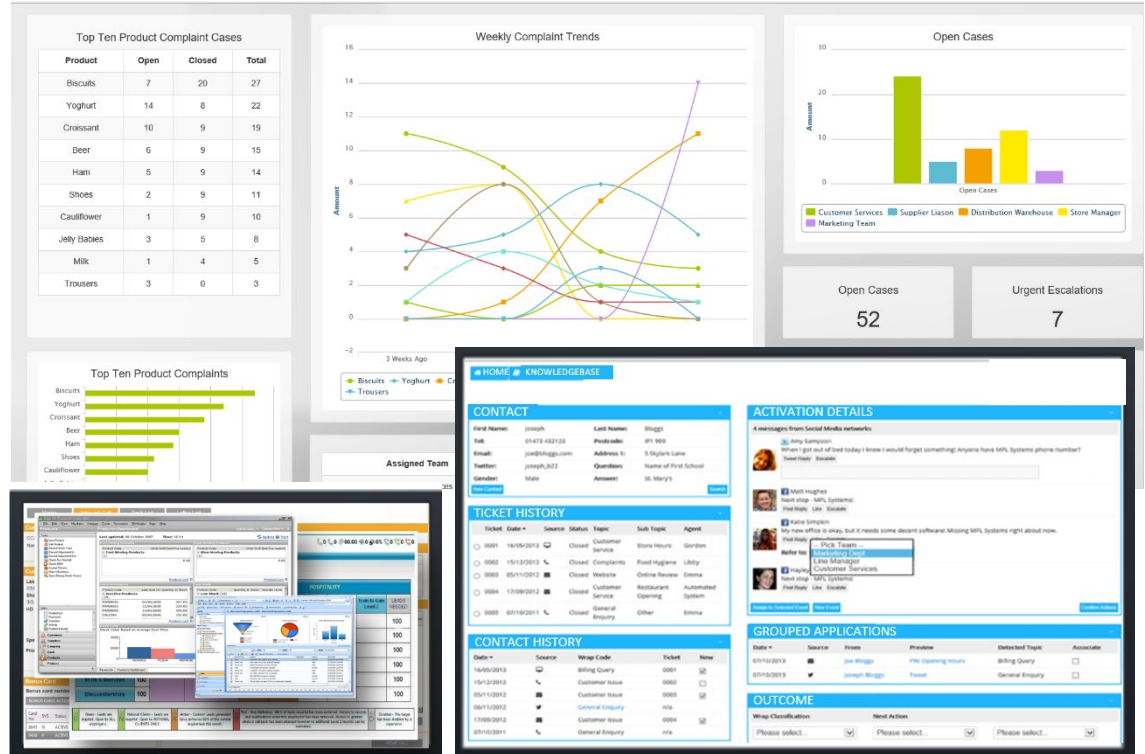
ENO first natural language SMS chatbot from a U.S. bank



Margaret Mayer, Vice President of Software Engineering, Capital One

OMNI-CHANNEL CONTACT CENTER

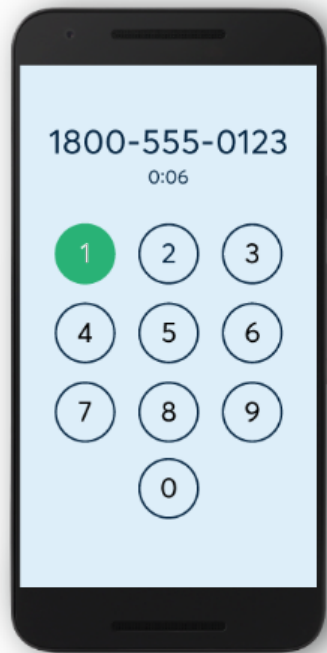
- Omni-channel Contact Centre
- Call Handling, IVR and Recording
- Email, Chat & Social Media
- Natural Language Processing
- Mobile Customer Apps
- Simple "End User" Configuration
- Intelligent Multi Media Grouping
- Predictive Dialler
- "Build Your own" Live Dashboards



Typical Confusing Contact Centre

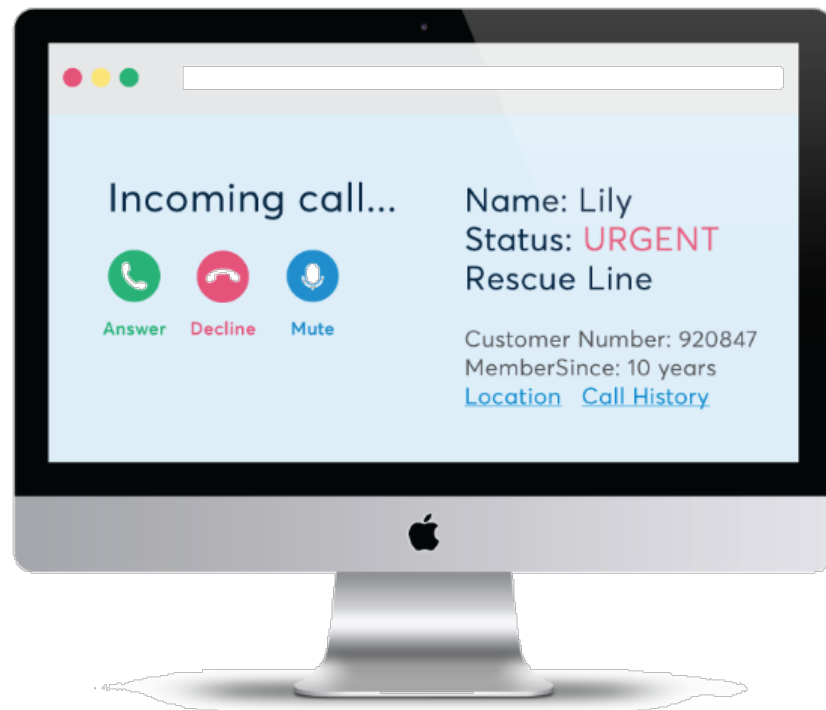
IFS Intelligent Customer Engagement

DELIVER SMARTER OUTCOMES



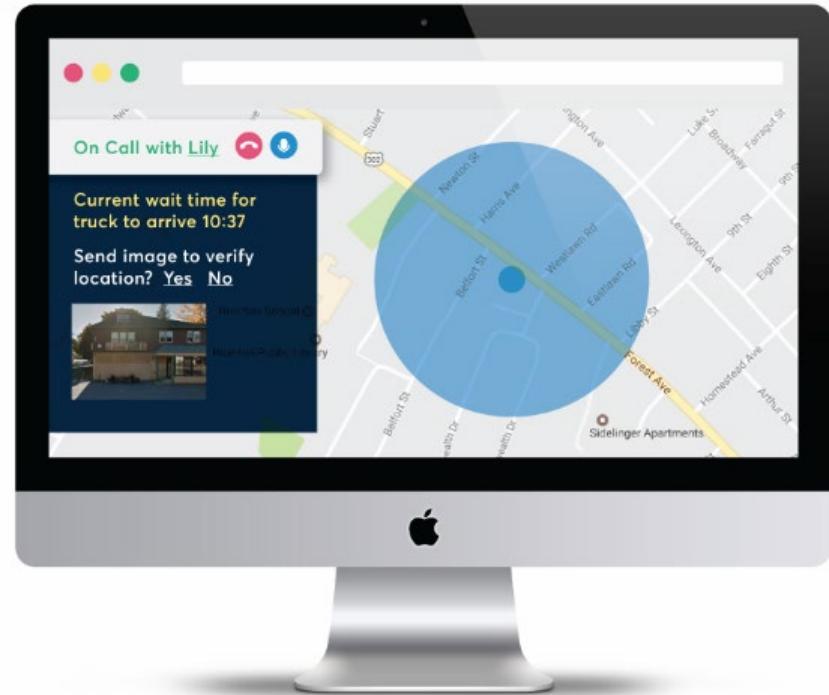
- The callerID was associated with her account
- She has been a customer for 10 years but hasn't called the rescue line once

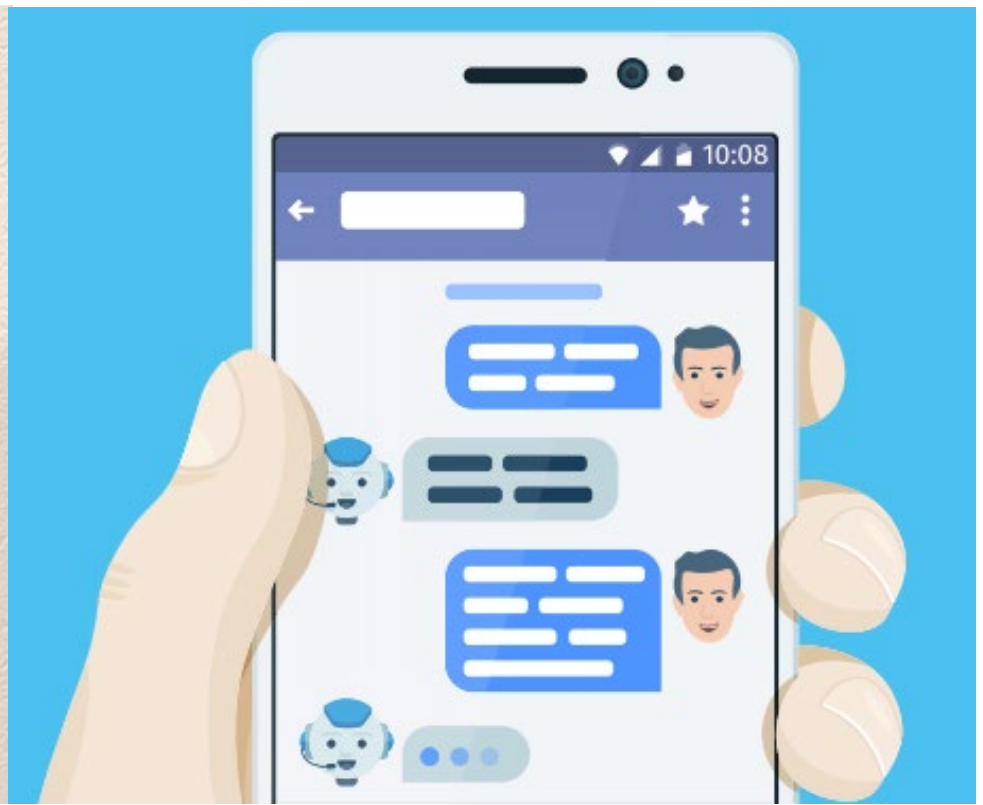
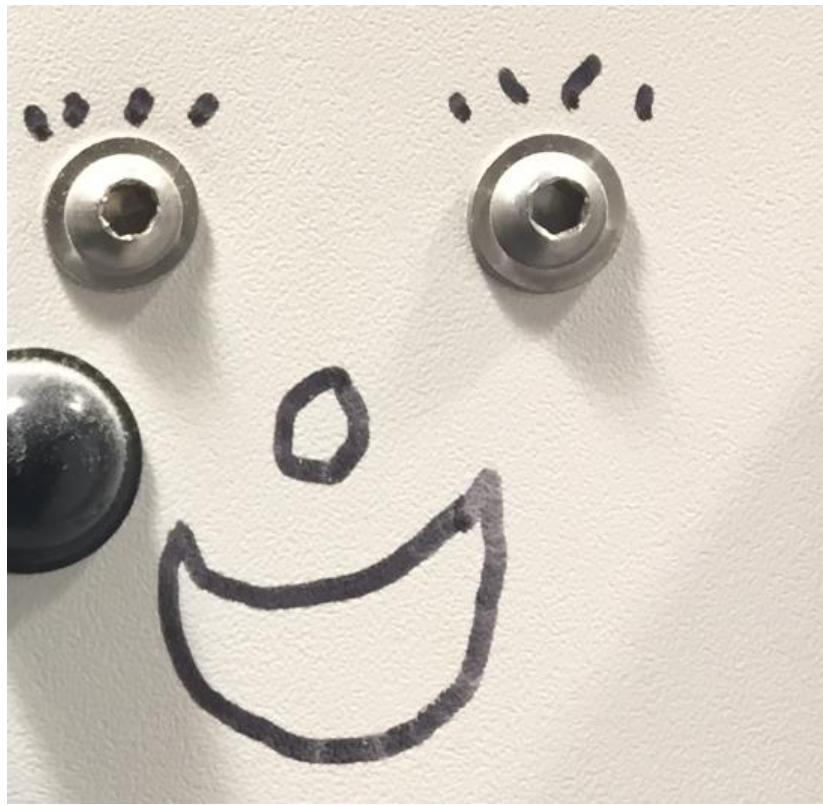
- Other customers with a similar profile to Lily call only when they really need help
- The weather in Lily's home city is cold enough that she could risk hypothermia if she is stuck without heat for too long



DELIVER SMARTER OUTCOMES

- **Advisor's** screen updates with a map of the area where **customers** is stranded
- **Virtual assistant** listens to the towing request (keyword) and shows nearest tow truck
- **Customer** is unsure of exact location. **VA** promotes advisor '*Send customer photo of local landmark?*'
- **Advisor** suggests this to customer. **VA** acts on prompt and sends image. **Customer** confirms. **VA** updates map
- **Advisor** says that she'll send a tow truck. **VA** hears this and sends details of the job directly to the **tow truck driver**, then displays an estimated wait time on the **advisor's** screen





“We consciously and subconsciously assign character, intent, and warmth (or lack of) to our interactions with inanimate objects from the ATM to our computers”



eno = AI + EQ

- ENO first natural language SMS chatbot from a U.S. bank
- Enois a genderneutral bot who understands emojis, has a backstory guiding its character quirks, and is willing to drop the occasional pun

"The 3rd most frequent intent (an intent is something like "account balance" or "recent transactions" derived from a customer's text) that Eno receives from customer is 'Thank You' "

"There is no purely functional reason to thank Eno, yet the conversational interface and personal interaction allow people to make some form of emotional connection"

thank you

thank you

thank you!

thank you.

thank you eno

thank you 😊

thank you!!

thank you eno!

thank you so much

thank you very much

thank you, eno!

thank you for your help

thank you !

thank you eno.

thank you good bye

thank you :)

Ken Dodelin, vice president and head of conversational AI products at Capital One



HOW AMEX USES ALEXA

WHAT YOU CAN DO

Just say: "Alexa, open Amex" to get started and then try one of the commands below.



"MAKE A PAYMENT"

Get your balance information and choose how much to pay.



"GET AMEX OFFERS"

Learn about your Amex Offers and add the ones you love to your Card.



"CHECK MY BALANCE"

Check your balance, recent charges and more.

HOW ARE YOU DOING?

Measuring the Customer Experience

How do you measure the customer experience? (Select all that apply)

18

68%

Service Event Surveys

The Service Event Survey is the most common method to measure the customer experience among respondents.

Among the methods used to gauge the customer experience, Customer Effort Score was the least used method for Field Service organizations. Net Promoter continues to be used by over half of the respondents to gauge customer loyalty and the overall customer experience.



Event Surveys

Surveys conducted after a field service event.



Net Promoter

Use of the Net Promoter Score metric to measure the experience



Customer Effort

Measure of the ease of doing business with services.



Periodic Surveys

Relationship based surveys conducted at least annually.



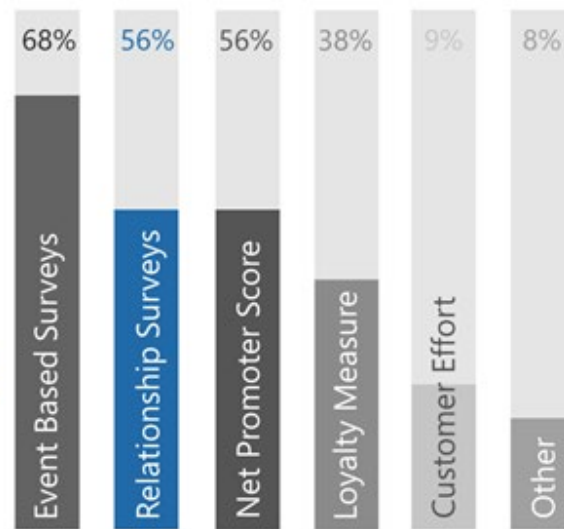
Loyalty Measures

Other loyalty measures not including Net Promoter.



Other

Various other methods referenced by the respondents.



WHAT DOES GOOD LOOK LIKE?

IN THE EXPERIENCE ECONOMY

The Role Of Emotion In Customer Experience

Joana van den Brink-Quintanilha, Senior Analyst

FORRESTER®

Leaders



28:1



13:1

Laggards



2:1

Positive : Negative experiences delivered



The Way Customers Engage With Organisations Is Due For Rapid Evolution

How customers **discover**, **buy** and are then **served** and **supported** throughout the lifecycle will become a **shared** activity between people and their virtual equivalents

TEAMWORK OF THE FUTURE

FORRESTER

"To what extent do you agree with the following statements?"

"I find gathering information online on my own superior to interacting with a sales representative."

"I do my research online and prefer not to interact with a sales representative as my primary source of research."



Virtual Assistants Fill The Void Left By All Those Dead B2B Salesmen

"In the not-too-distant future, when B2B buyers engaged with a virtual assistant are ready to speak with a human, the VA will schedule the meeting and provide the sales rep (inside sales) with all the context they need to pick up the thread without missing a beat"

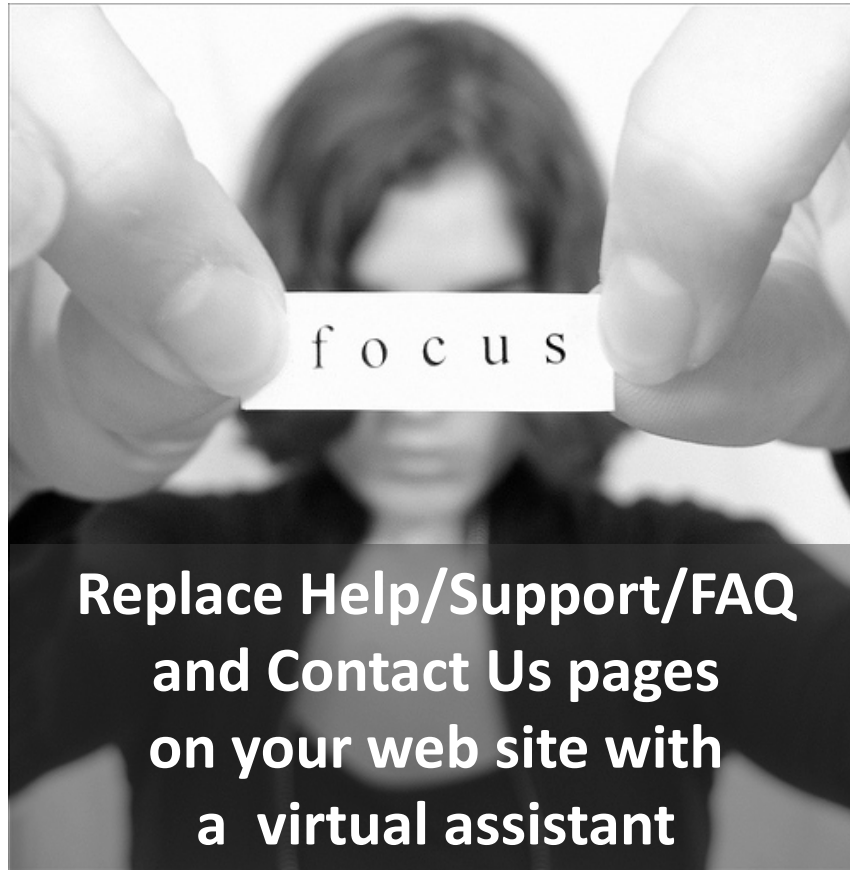
Base: 238 US B2B buyers and sellers



Your first goal is to gain agreement that intelligent assistance is an effective way of transforming customer engagement

Better Faster Easier

WHERE TO START?



- Leverages existing assets
- Fewer control/ownership web site issues
- Overcomes poor SEO/signposting
- Has immediate impact on live assistance

THANK YOU!

MARK BREWER

Global Industry Director

mark.brewer@ifsworld.com



Design your Customer Experience:
servicesolutionmap.ifsworld.com





IFSworld.com

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