



REV TWO

Using AI and IoT to Transform Support Operations

Webinar Hosted by



Introduction



Greg Coleman
Vice President,
Strategic Programs
Service Strategies



John Durkin
Business Unit Manager
Americas Service
Instron



Dale Calder
CEO/Founder
RevTwo

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 GoTo Webinar console**
- **Visit the Service Strategies Network group on LinkedIn to continue today’s discussion**

About | Service Strategies Corporation

A Global Service Improvement Company

Providing **Consulting, Industry Standards, Training & Certification** programs to help companies deliver better service to their clients

Consulting & Strategic Advisory Services



eService, Support, Field Service, & Professional Services Operations

The Service Capability & Performance (SCP) Standards



Recognized as the global benchmark of service excellence for 20 years

SCP Career Certification & Training Programs



Over 6000 certified service professionals worldwide

Global Partner Network

Australia



China



India



Netherlands



Nigeria



United Kingdom



About | Service Strategies Clients

A Global Service Improvement Company



KONGSBERG



The "As a Service" Economy



Trends

Revenue Growth
Coming From Services



Products
Becoming more
Commoditized

Adoption
Essential to keep
Customers

Customers
Want Usage
Pricing

Customers
Demanding
Outcomes

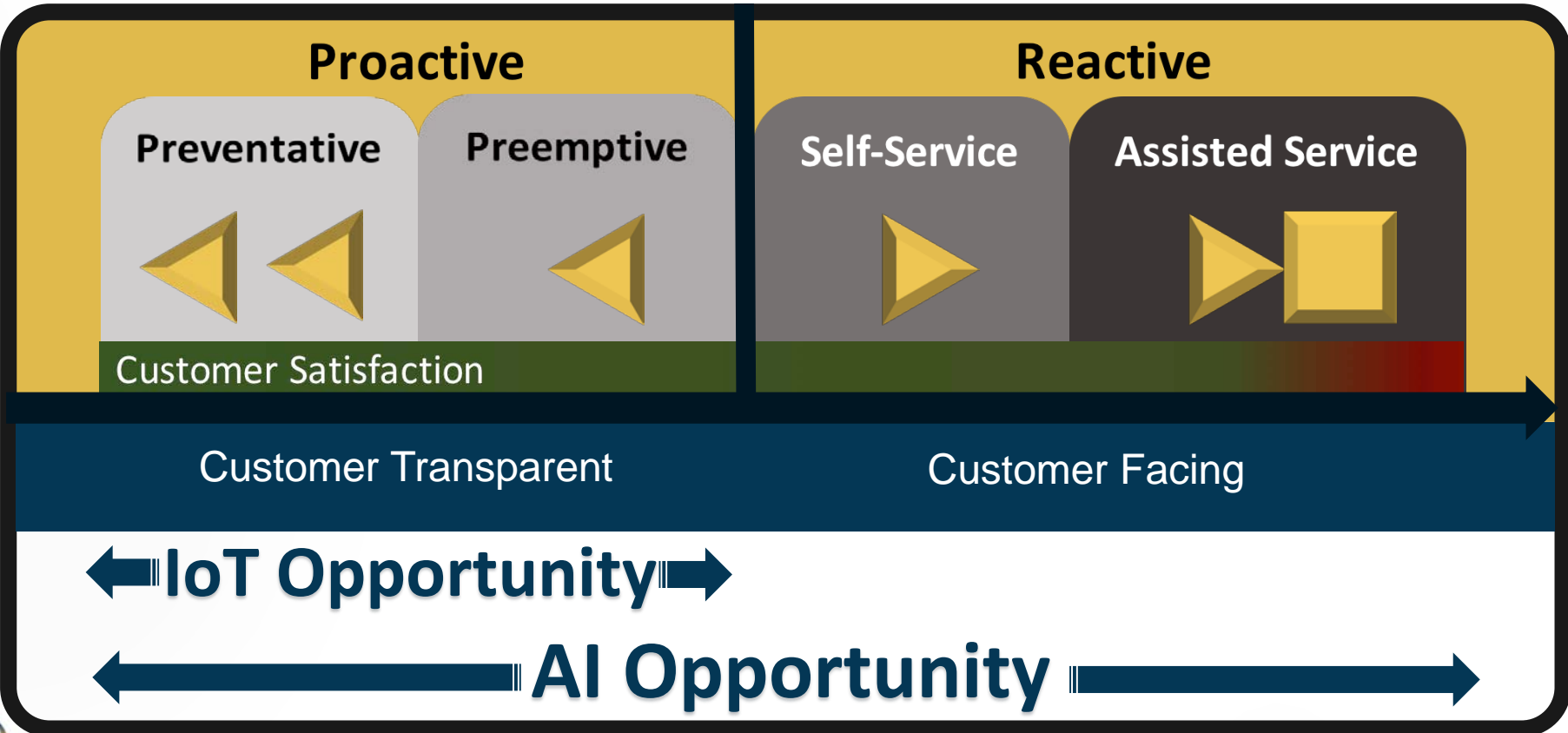
Customer
Expectations
Higher Quality

Service Touchpoints



Trends

▶ *Technology Provides Opportunities Across Service Touchpoints*



Generational Dynamics



Trends

► Generational Shifts Disrupting Workforce

Brain Drain Preparation

- Technical Capabilities
- Industry-Specific Skills
- Historical Knowledge

53 ← → 71



Baby Boomers

WHO IS INSTRON

- A world-leader in materials testing
- 1700 world-wide employees in 24 countries speaking over 40 languages
- >300 personnel dedicated to service and support



INSTRON®



HOW INSTRON INTERACTS WITH CUSTOMERS TODAY

Customers that experience "Non-Routine" service typically

1. Call or email their Field Service Engineer or FSE – the FSEs at Instron are trusted advisors to the customer
2. If FSE isn't available – they reach out to the Tech Support Group
3. Customer goes into the support queue based on contract status
4. Under contract - support works the issue
 - Time consuming
 - Requires customer ability to interact and answer questions
 - We use Instron Connect when available
5. Not under contract – Typically a 15 minute resolution maximum and then we move it to a field service call and the customer pays

INSTRON CHALLENGES

- We want to do things that the customers value and that improve their outcomes
 - Calibration and Maintenance
 - Training
 - Testing Consultation
- Break/Fix support calls are not value added, and by the time the customers are interacting with us – they are frustrated. **We want to limit the time a customer is in this state and make the process less difficult.**
 - Personal relationship of the FSE and customer ensures customer satisfaction, but it takes valuable time away from revenue producing activities
- Improve the effectiveness of less experienced employees
 - Our field service engineers are very experienced – and as a result they are very trusted by our customers. When they leave the company, there is a huge void.
 - Call center resources are more junior – and customers often get different staff from issue to issue – all of which causes frustration

WHO IS REV TWO

RevTwo solves and fixes customer issues in seconds using AI and live product data



REVTWO IMPROVES CX



Over 300,000 connected products





Artificial Intelligence (AI)

the capability of a machine to imitate intelligent human behavior

COMPLEX PRODUCT SUPPORT IS HARD

- Many product lines
- Many versions
- Many potential issues and repairs
- Many roles (support 1,2,3 and field service)
- Across multiple geographies and languages



CURRENT AI APPROCHES

NOT PRESCRIPTIVE

A BETTER WAY



AUTONOMOUS
SUPPORT

AUTONOMOUS SUPPORT ADVANTAGES

- > 90% ACCURACY
- CAPTURES ORGANIZATIONAL KNOW-HOW
- ALWAYS IMPROVES
- UPSKILLS TEAM
- IMPROVED CX
- GROWS REVENUE
- NO DATA SCIENTIST REQUIRED



AI IMPACTS ALL CUSTOMER TOUCHPOINTS

SELF SERVICE

COPILOT



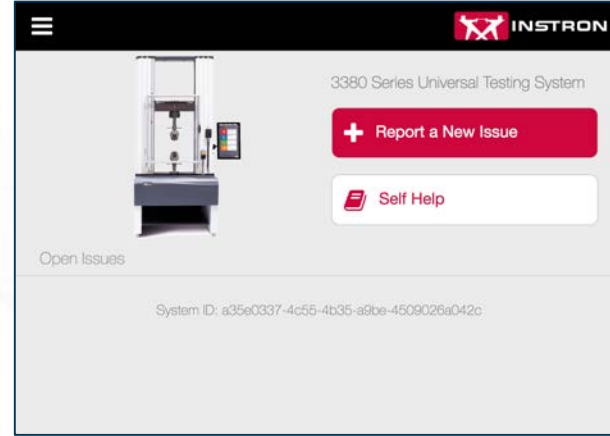
PREVENTATIVE

AUTONOMOUS

LIVE DEMO - THE INSTRON SOLUTION



1



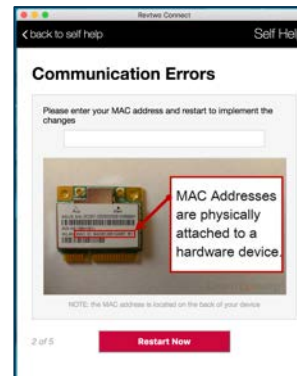
SUPPORT APP
MANAGES USER
WORKFLOW AND
CAPTURES DATA

2



AI TRIAGES

3



ACTIVE
SOLUTIONS FIX

IMPACT

Faster issue resolution

- Lowers cost
- Reduces workload on field service and call center
- Increase field service productivity – enabling revenue growth
- Deskills agents – allows more inexperienced personnel to function
- Reduces downtime and lost customer productivity

Hidden benefits

- Customers wary of remote access today
- Limits ability for human based triage
- AI provides non-invasive analysis that reduces truck rolls

KEY CONSIDERATIONS

- **AI REQUIRES CORRELATING DATA**

- the data that your support team uses to troubleshoot issues
- Data can be accessed by IoT system or product itself via product extension

- **NEEDS A TRAINING PERIOD**

- AI just like a new Support of Field Service person – needs to be taught
- Sees enough issues to form correlations

- **GOOD SOLUTIONS**

- The better and tighter the solutions are the more effective they will be
- Typical candidates
 - Any high volume issue - even easy ones
 - Issues with complex triage
 - Issues that have high customer impact

Q&A





REV TWO

Autonomous Support

www.revtwo.com



Webinar Hosted by



www.servicestrategies.com

info@servicestrategies.com

858-674-4864 – Corporate

800-552-3058 – Toll Free