



Building a Smarter, More Responsive Organization Through Mobile Technology

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Organizations with mobile workforces are increasingly turning to mobility solutions as a way to replace paper-based systems, increase the effectiveness of their field workers and office staff, and improve their customers' experience. They've discovered what managers at top-performing organizations already know: by leveraging mobile technology, they will reap the benefits that flow from 24-7 access to realtime business intelligence. Those who ignore mobility will struggle to reach their business goals in a mobile-first world and continue to lag behind their competitors. This white paper demonstrates how mobility delivers a wide range of benefits that impact mobile workers, office staff, managers, and customers.

Quantifying the Value of Mobility

Mobility boosts end-to-end mobile worker productivity, as well as the productivity of the entire workforce, in many important ways. Mobility involves much more than simply putting a smartphone or tablet in the hands of a delivery driver or service technician. It includes all of the applications, technology, and mobile devices that work together to help make workers more efficient. That increase in efficiency is amplified as it ripples through the workflow of salespeople, dispatchers, business managers, and supervisors who are responsible for a wide range of business processes.

The result is quantifiable. An Aberdeen Group study found that organizations employing mobile workforce technology saw a 15% jump in productivity (as measured by average calls completed daily) versus peers that did not embrace mobility.¹ Improving efficiency is just one aspect of the power that mobility has to transform an organization. The same Aberdeen Group study found improvements in other key performance indicators, including:

- Reaching a 66% first-time fix rate
- Realizing an 86% customer retention rate
- Achieving a 77% service level agreement (SLA) compliance rate
- Decreasing the mean time per repair by 50%, measured by the time from job ticket creation to issue resolution

Organizations that have not deployed mobility solutions are literally throwing away money and customers. They remain hampered by costly, inefficient paper-based systems and a limited capacity to share information between field and office.

Who Benefits from Mobility—And How

At a high level, there are three groups that benefit from mobility: mobile workers themselves, other stakeholders in the organization, and customers.

Benefits for Mobile Workers

Mobility enables dispatchers and managers to push essential information to the mobile worker while they are out in the field. Their real-time connection to the main office provides mobile workers with details about the customer, their needs, and other information that will help them complete the scheduled job efficiently.

In organizations that don't leverage mobility, the flow of information into the field is restricted because this vital information is trapped in a backend system located at the main office. Mobility solutions give mobile workers instant access to that information on their smartphone or tablet. This enables them to properly prepare for jobs and complete them without having to waste their

own—or their customers’—time calling the office for information or assistance.

Benefits for Other Roles Throughout the Organization

Mobility also enables employees throughout the organization to collect important information associated with each job directly from the field. This ability to capture and then transmit real-time data benefits the entire organization. It keeps dispatchers aware of the locations of mobile workers. It also helps supervisors and managers stay up to date on the status of each job as well as the performance levels of each mobile worker.

In organizations that don’t embrace mobility, everyone in the office must wait to receive the type of information that makes it easier to do their jobs. That’s because mobile workers must either call into the office or physically deliver paperwork that must then be organized, distributed, and stored.

Without real-time access, supervisors and managers can be caught working with outdated information. Even worse, they may never get the granular data they need to gain deeper insight into crucial areas of the business and the performance of its mobile workforce.

Mobility Enhances Customer Service

The organization-wide efficiencies created by mobile workers being connected to the main office lead to dramatic and measureable improvements in customer service. Because mobile workers have all the information they need, jobs get completed faster, more are completed each day, first-time fix rates improve, customer satisfaction improves, and customer retention rates rise.

The opposite is true for organizations that don’t take advantage of these capabilities. Over time, they develop a reputation of not keeping up with the latest technology. While they struggle to meet the expectations of their current customers, they also find it increasingly difficult to attract new customers.

The Benefits of Mobility in Action

To illustrate how mobility benefits organizations with a mobile workforce, let’s walk through the day of a service technician both with and without the use of mobility solutions.

Struggling Without Mobility

Almost everyone has had a frustrating experience with a service technician. It usually goes something like this. The technician arrives late and unprepared. He seems unsure about what the problem is, even though it has been explained in detail to a customer service representative. After getting up to speed on what needs to be done, he discovers that a part he needs isn’t on the truck.

Sensing the customer’s growing irritation, the technician assures them that his company has a “system” in place to help him resolve the situation. After spending 30 minutes or more on the phone with someone in the main office, and possibly emailing cellphone photos of the equipment, the technician concludes that the required part is currently unavailable.

The job ends without the repair being completed and the customer has to deal with the inconvenience of scheduling another

service call. Managers have to wait until the technician returns to the office with his paperwork before they can make decisions about what to do next.

Because the organization does not have a mobility solution in place, they've wasted time, effort, money, and the opportunity to delight a customer.

Excelling With Mobility

With mobility, the scenario plays out in a predictable way that benefits the customer, the mobile worker, and the entire organization.

Upon entering his vehicle at the start of his day, the technician uses his Android or iOS-powered mobile device to clock in. The dispatcher sees that the technician is available and electronically sends him the latest job information, along with turn-by-turn driving directions.

When the technician arrives at the first job—on time—he updates the job's status, complete with time and location information, simply by touching a button. Because his mobile device contains everything he needs to know about the job, he is able to pick up any tools and parts he needs before visiting the site, allowing to get to work and complete the job quickly upon arrival.

Once the job is complete, the technician completes a customized form on his tablet that electronically transmits critical job information back to the main office. Depending on the nature of the job, the technician can capture the customer's signature, attach images, include barcode or NFC scans, and provide proof of on-site service.

After being notified that the job is complete, the dispatcher can update the technician's job schedule as necessary, and the technician moves on to the next job. Each job is completed with the same level of efficiency until the technician automatically updates his timesheet by using his mobile device to clock out at the end of the day.

Because information about every job completed by every technician in the field has been transferred electronically back to the office, managers have immediate access to the information through comprehensive reports. Not only are these reports useful for providing future customer service, they also give managers an enormous amount of insight into the productivity of their mobile workforce.

Choose the Right Mobility Solution for Your Organization

Mobile technology has advanced to a point where it is no longer a question of whether organizations with a mobile workforce should deploy a mobility solution. Mobility has proven itself to be an essential workplace tool that increases efficiency and productivity while also contributing to customer satisfaction.

Remember that deploying an effective mobility solution involves more than simply placing mobile devices in the hands of drivers and technicians. To stay competitive and enjoy all of the benefits that mobility offers, it's important to partner with an experienced provider that can deliver a comprehensive and affordable set of tools specifically designed to empower a mobile workforce.

Citations

¹. Aberdeen Group, Mobile Field Service 2013: Online and On the Move, June 2013.