

WHITEPAPER

# How to Elevate Your Customer's Service Experiences with Meaningful Apps





# Introduction



## **The field service management market is expected to reach nearly \$6 billion by 2024,**

according to some estimates <sup>1</sup>. The massive potential won't come as a surprise to the hardworking people in the service industry but it begs the question of service leaders: how to navigate their organizations through such rapid change, while constantly delivering great customer service. Pulling that off requires that companies automate and modernize their service operations to meet the needs of their customers. More specifically, it means moving from slow, manual systems to streamlined mobile workflows for their customers and employees.

The best way to stay ahead of competitors is to take advantage of mobile, cloud-based technologies that put critical customer information in service teams' hands and enables them to respond quickly and fix customers' problems correctly—the first (and every) time.

Source: <sup>1</sup>Field Service Management Report by MarketsandMarkets™



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# Technology has upended customers' expectations

It's no secret that the prevalence of powerful mobile devices and millions of apps have completely changed people's expectations. It's an on-demand world, and the service industry is not immune. Customers stream a movie with a tap or place an online order through a smart speaker in their home, and they increasingly expect a speedy response when equipment goes down, whether an HVAC unit in their home or a critical machine that their business relies on.

Service organizations have no choice but to move quickly in today's on-demand economy. With slick mobile apps, cloud infrastructure, and emerging technologies like IoT which connects devices and machines such as refrigerators to the internet, service organizations are becoming nimble and fast to meet customers' demands.

## Mobile usage skyrockets:

The consumer experience has been completely rewired as daily tasks move to apps and mobile devices. And while field service organizations have made significant advancements with mobile—it is, after all, an inherently mobile industry—there's still work to be done. Some organizations still cling to outdated systems that prevent technicians from responding quickly. To compete in the modern on-demand economy, service organizations must empower technicians with mobile apps and devices that enable efficient workflows and faster first-time fix rates, and that give technicians access to real-time data when and where they need it most—in the field.

## Rise of Mobile Investments in Field Service:

- By 2020, mobile apps will be used for technical projects in 75% of field service organizations with over 50 users.<sup>2</sup>
- Deskless workers will top 105 million by 2020, nearly three-quarters of the U.S. workforce.<sup>3</sup>
- 80% of service leaders say mobile field service is required to improve efficiency and speed.<sup>4</sup>

## Cloud adoption powers digital transformation:

Migrating systems to the cloud is nothing new, yet many field organizations lag in their adoption. Legacy on-premise systems are expensive to buy and maintain, and prevent service organizations from matching the speed and nimbleness of competitors. The cloud provides flexibility and allows service organizations to deploy mobile and even emerging solutions, like the IoT, quickly and securely.

## IoT- connected equipment:

As service leaders chase innovation as a means to improve the customer experience and grow revenue, it's critical that they make smart bets about emerging technology trends. One of the surest bets? The promise of IoT- enabled service. Machines are rapidly coming online, as well, transmitting critical performance and usage data that service organizations with smart digital strategies capture and share with their technicians and customers.

Field service organizations can no longer skirt by with slow, outdated systems. The good news? The same technologies that changed customers' expectations—powerful mobile devices, apps, cloud services, and more—give service leaders the solutions they need to respond.

Source: <sup>2</sup>Gartner Research on Magic Quadrant for Field Service

<sup>3</sup>IDC Forecasts on U.S. Mobile Worker Population

<sup>4</sup>The Future of Field Service Management: Emerging Technologies & Trends



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# Equip field techs to deliver exceptional service

It's clear that field service organizations must adapt to meet customers' ever-changing expectations. Mobile apps are the biggest opportunity with the most immediate payoff. And organizations have options: they can buy off-the-shelf apps, built specifically for field service management <sup>5</sup>, or they can build custom apps that their customer and technicians need.

## Buy vs. Build

Once service leaders have determined what problems they need to solve, the next challenge is finding a solution and deploying it quickly. The question: buy or build? The best approach will be different for every organization.

Option 1

### Custom app development with IT

Drawback: Time-intensive

It seems like an obvious choice to hand off app development to the experts. But if you've ever worked with internal IT teams, you know that the prioritization list can be miles long. You might have to beg and plead to get the project completed, leaving technicians stuck with clunky software or even paperwork.

Option 2

### Outsource development

Drawback: Expensive

Outsourcing mobile app development will save you—and the IT team—time. But mobile development is expensive. If you're flush with spare cash, or face a compelling need to develop the app quickly, consultants are a logical option. But outsourcing is rarely the best answer.

Source: <sup>5</sup>[Gartner Research on Magic Quadrant for Field Service](#)

Option 3

## Buy an Off-the-Shelf Solution

**Benefits:** Cost - effective, fast.

Drawbacks: Customization / implementation roadblocks, sacrifice features .

There's an app or cloud service for everything these days, so it's tempting to choose an off-the-shelf solution that meets the organization's needs. While a logical option, understand that these apps and services will require customization from the IT team if you ever want to change processes or functionality.

Option 4

## The New and Future Way: Choose low/no-code platform

**Benefits:** Speed, affordability, apps that 'just work'

No employees are closer to customers than service staff. They know what customers need, what problems the team needs to overcome to meet those needs, and what information technicians need to fix problems correctly the first time. Low/no-code platforms make it easy for service staff, or anyone with little programming knowledge, to build apps for everything from signature capture and customer surveys to payments and scheduling—no IT or development experience required.



# How to select a low-code development platform



## **Works with existing data sources:**

Choose a platform that integrates seamlessly with the systems you already have. If you have to go through a complex integration process, you're going to have to involve IT and it will defeat the purpose of going this route.

## **Easy to tweak or add new functionality:**

When you want to make a feature change, make sure it's easy and quick to launch.

## **Track app usage for insights:**

This is major —you must have the ability to track key customer insights so you can continue improving the experience.

## **Cost-effectiveness:**

Make sure you consider the budget and your time.



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# Get started with an app designed and built for service

The key to successfully rolling out new field service apps is to start small. One way you can do this is to think of the most important actions customers and technicians take during a work order.

## Request

Customers need a quick way to request help when their equipment goes down. Meet that need by developing an app that allows customers to quickly request service and provide basic information for the service team—without having to log in to their account or call dispatch.

## Respond

In our on-demand economy, customers aren't likely to tolerate the four-hour service window. Instead, they want the ability to check the status of the work order. Don't leave customers wondering about the technician's ETA or how long the repair will take. Create a solution that allows them to quickly track their technician's location.

## Rate

Make it simple for customers to rate their satisfaction with the service. You want satisfied customers to rate the service while the experience is fresh. And if they're not satisfied, you want to know immediately so you can resolve any lingering issues.





# Get started with an app designed and built for service

Modern technologies have drastically changed customers' expectations of their service providers. But those same technologies provide a huge opportunity for service leaders to transform their businesses and meet (or exceed) those expectations. Begin your digital transformation journey today—or risk getting left behind.



# TURBO

SYSTEMS

Turbo Systems is the first Plug and Play platform for Field Service allowing innovative organizations to connect to over 140 business and IT data sources, such as Salesforce.com, Oracle, QuickBooks, and SAP, to instantly create tailor-made multi-experience business applications. Turbo enables users to rapidly deploy custom applications and automate the core functions that power their business. Turbo is built to seamlessly integrate and extend the capabilities of their systems of record while dynamically evolving in real-time with their businesses' operations, needs, and technologies.

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