

CABLE-TEC EXPO® 2017

SCTE • ISBE

# THE NEXT BIG...

DEAL  
CONNECTION  
INNOVATION  
TECHNOLOGY  
LEADER  
NETWORK



DENVER, CO  
OCTOBER 17-20



THE IMPACT OF GOOD FIELD SERVICE ON  
CUSTOMER SATISFACTION

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# The New CX Standard

Location-Driven Experiences for Improving Field  
Service Excellence and Customer Engagement

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# Learning Outcomes

Learn how to leverage location-based data to give *customers* a holistic view of field service.

1. Effectively coordinate where the required resources are and when they will arrive.
2. Communicate location and ETA updates throughout the appointment lifecycle.

# Expected Results



Bring customers into the field service loop



Improve brand equity with proactive insight



Increase first-time installs and reduce cancellations



Reduce wasted truck rolls and calls to customer care.

## People, Places & Things

- Customers
- Field service representatives
- Customer care representatives
- Dispatchers
- Service garage/parts depot
- Service destination
- Parts and inventory
- Vehicle/fleet

## Data

- Real-time location data stream
- Geocoded service destination
- Route and traffic intelligence
- Field service appointment and representative information

## Devices & Applications

1. Devices: collect data
  - Smart phone or vehicle-based
2. Applications: trigger CX updates
  - FSM, CRM, ERP, etc.
3. Omni-channel notifications
  - E-mail, SMS, IVR, Website, MyAccount App, etc.

## Communication Methodology

1. Set expectations
2. Channel of choice
3. Timely notifications
4. Don't disrupt
5. Enable the location sharing experience
6. Collect feedback



**B2C Field Service**



**B2B Field Service**



**Help Needed**



**Part Needed**

# Operational Best Practice: Pulling It All Together





# Match Game

**20 14 10 4.5**

**4.5** | Percentage increase in first-time installations

**14** | Point improvement in Net Promoter Score

**20** | Percentage increase in call deflection resulting in reduced costs

**10** | Percentage decrease in customer not-at-homes

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**THANK YOU!**

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