CABLE-TEC EXPO® 2017

SCTE · ISBE

THE NEXT BIG...

DEAL
CONNECTION
INNOVATION
TECHNOLOGY
LEADER
NETWORK





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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.

Required Resources



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

Required Resources



Devices & Applications

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

Communication Methodology

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

Operational Best Practice: Approach



Collect Location Data

Calculate ETA Continuously

Engage Customers Proactively Deliver Digital, Interactive Experiences



B2C Field Service



B2B Field Service



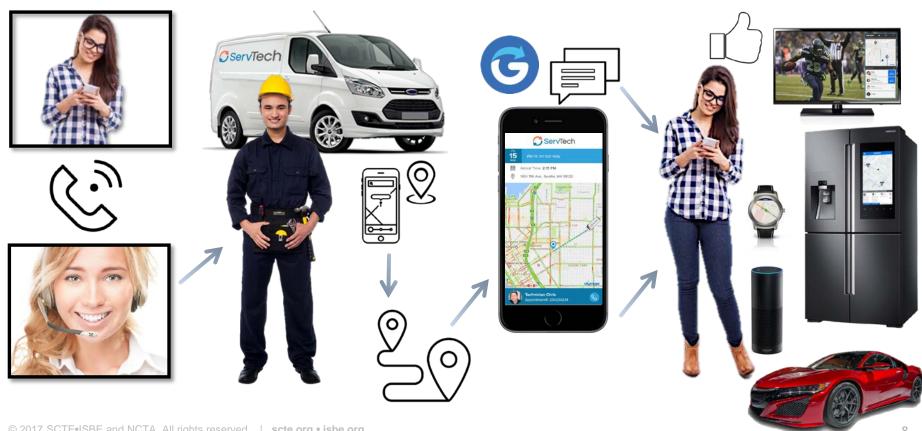
Help Needed



Part Needed

Operational Best Practice: Pulling It All Together







Match Game

- - 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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