

SCTE CABLE-TEC
EXPO'13
OCTOBER 21-24 / ATLANTA, GA

OPTIMIZING FIELD SERVICE COST & PERFORMANCE

Mark Wilburn

Chief Technical Officer

SkyCreek

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expo.scte.org

Mark Wilburn



Chief Technology Officer - SkyCreek

- ▶ 15+ years architecting and managing field service customer contact programs at MSOs
- ▶ Manages SkyCreek's Field Service pre-and post-appointment contact solutions to millions of end-customers per month
- ▶ Leads development of advanced and specialty customer contact capabilities to optimize avoidable dispatches



Agenda

Optimizing Field Service Cost & Performance

- ▶ Changing Field Service Dynamics
- ▶ Opportunities to Optimize
- ▶ Best Practices to Increase Customer Confirmation & Dispatch Accuracy
- ▶ Real-Life Impacts
- ▶ Takeaways



Changing Field Service Dynamics

Appointment Related Customer Contact

- ▶ Increasingly sensitive to field service impacts
- ▶ Expect to be reminded of coming appointment
- ▶ Evolving contact channel preferences (IVR, Email, SMS)
- ▶ Expect “en route,” ETA and “running late” notices
- ▶ Appreciative of post-issue follow-up
- ▶ Demand for shorter appointment windows



Optimizing Field Service

Where are the opportunities?



BILLING



WFM



CONTACT

Operational Variability →

Potential to Impact Operating Cost →

Potential to Impact Customer Experience →

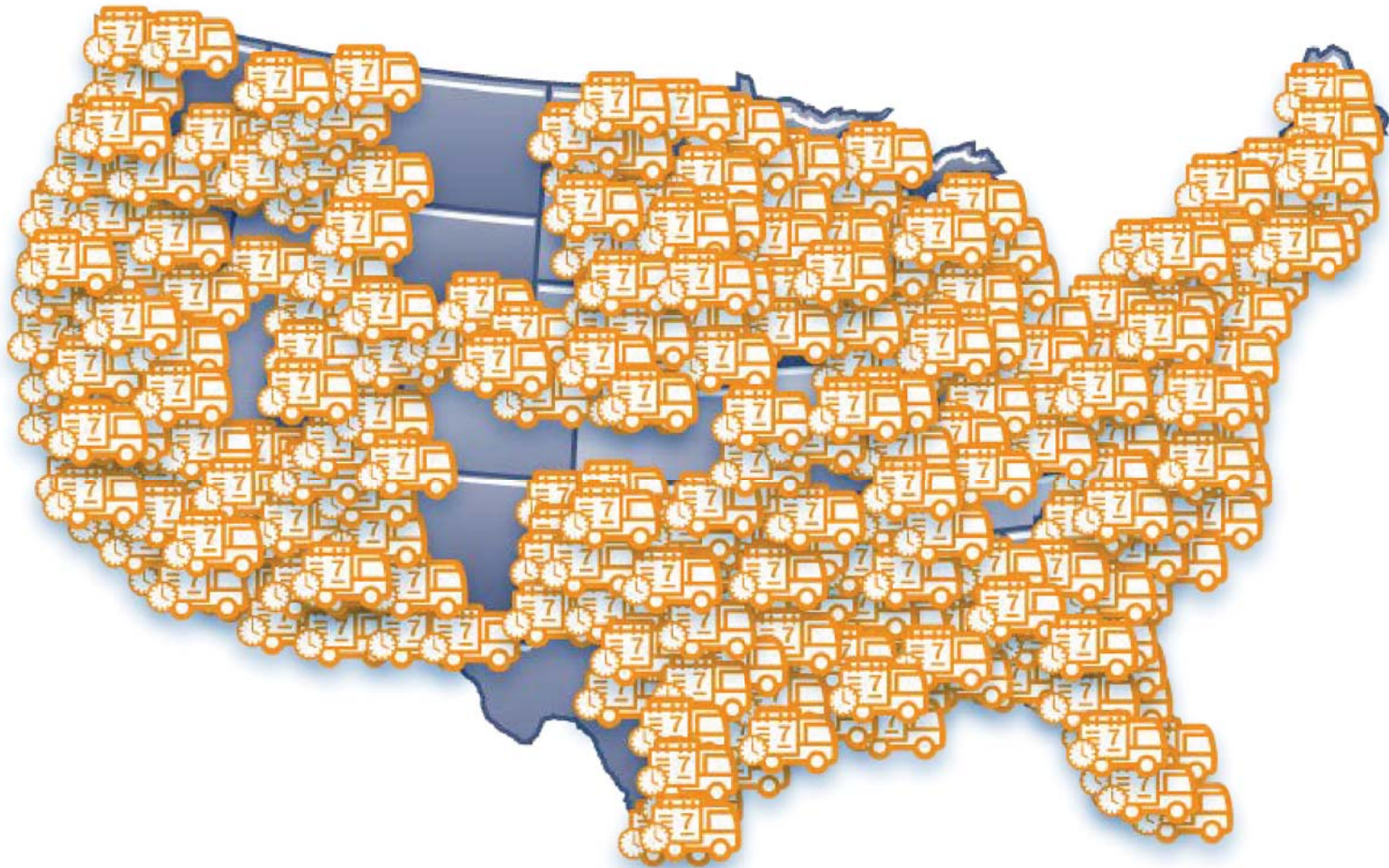
Why It Matters...



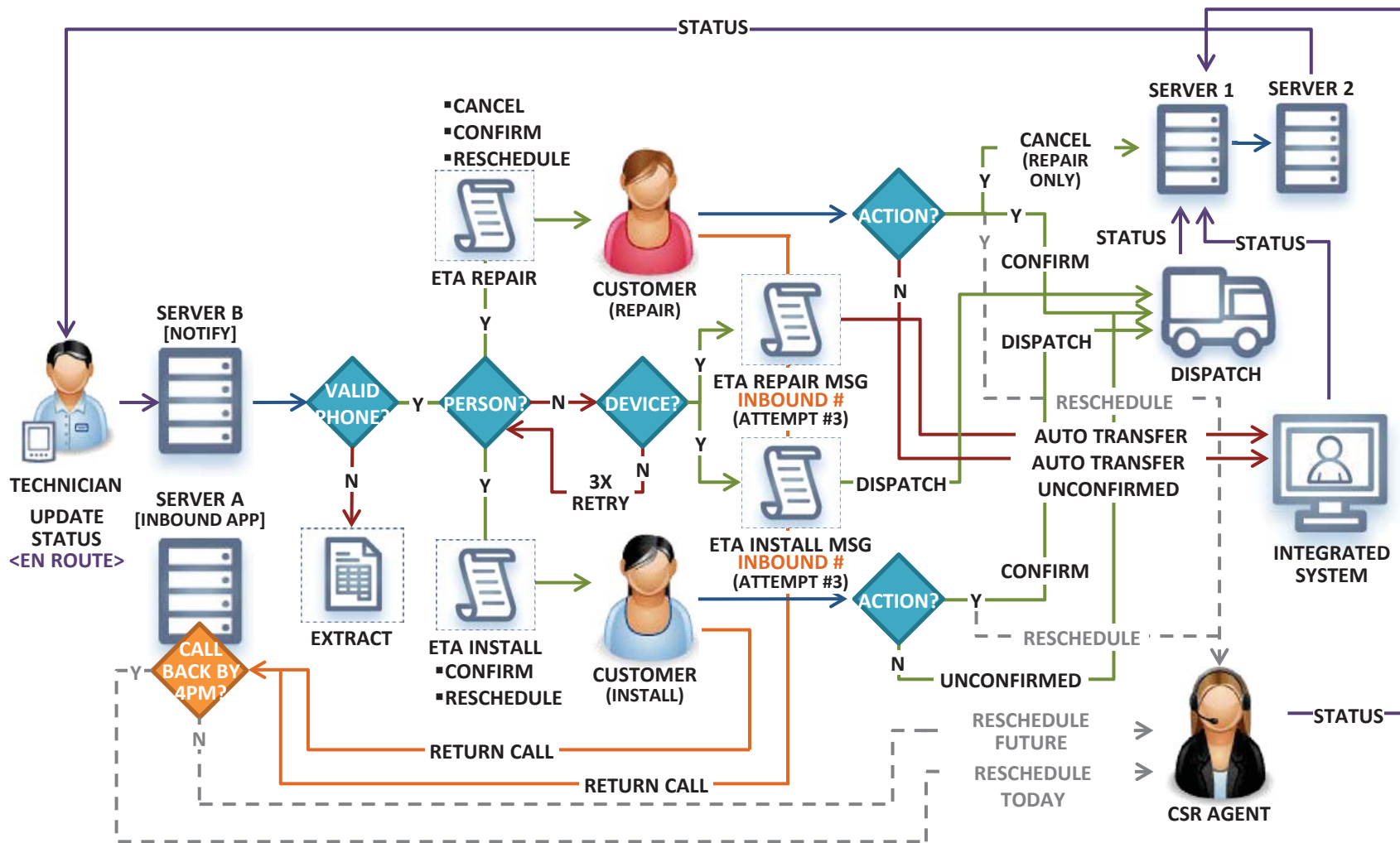
\$50 - \$100 Per Wasted Dispatch



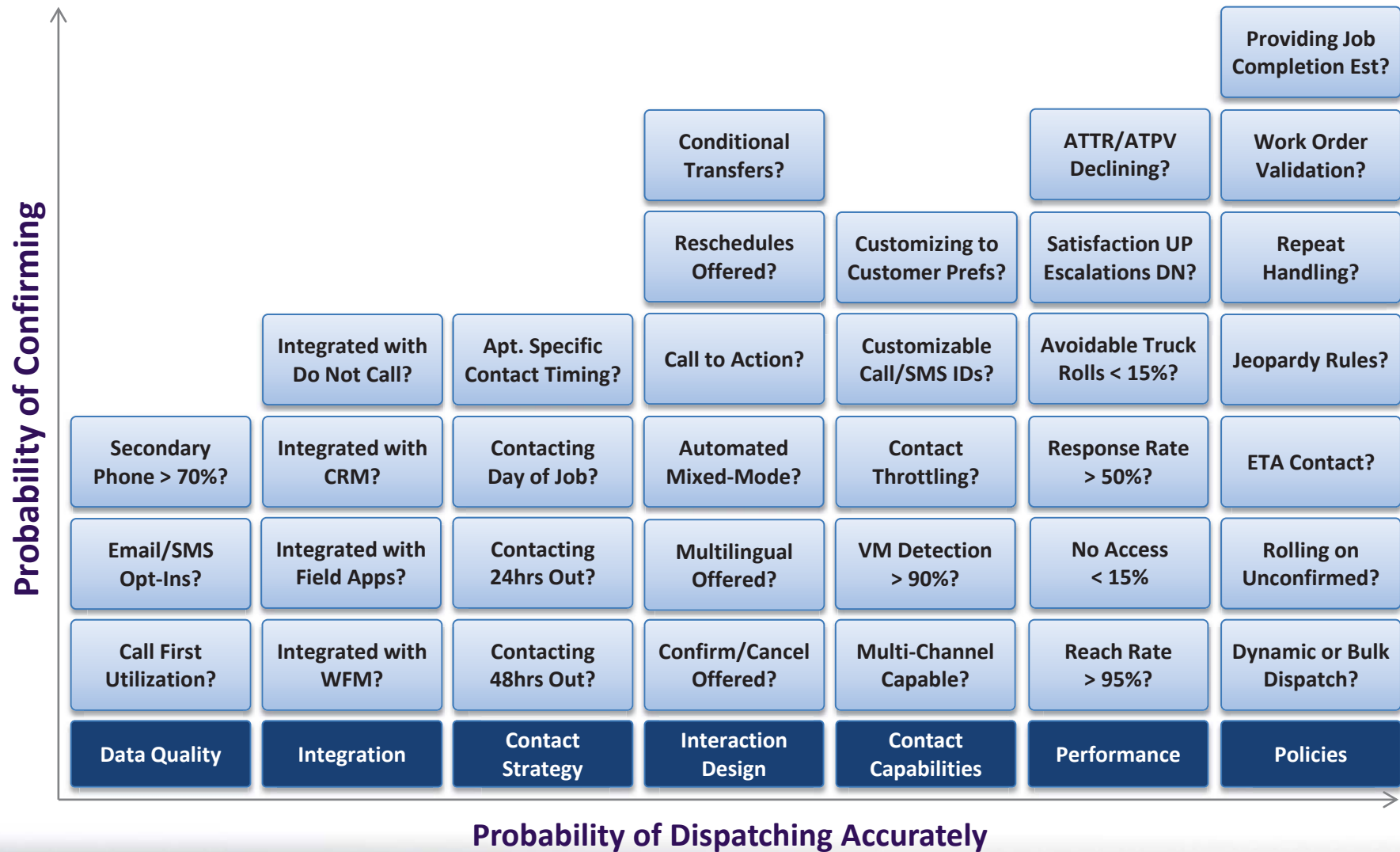
Magnified on National Scale



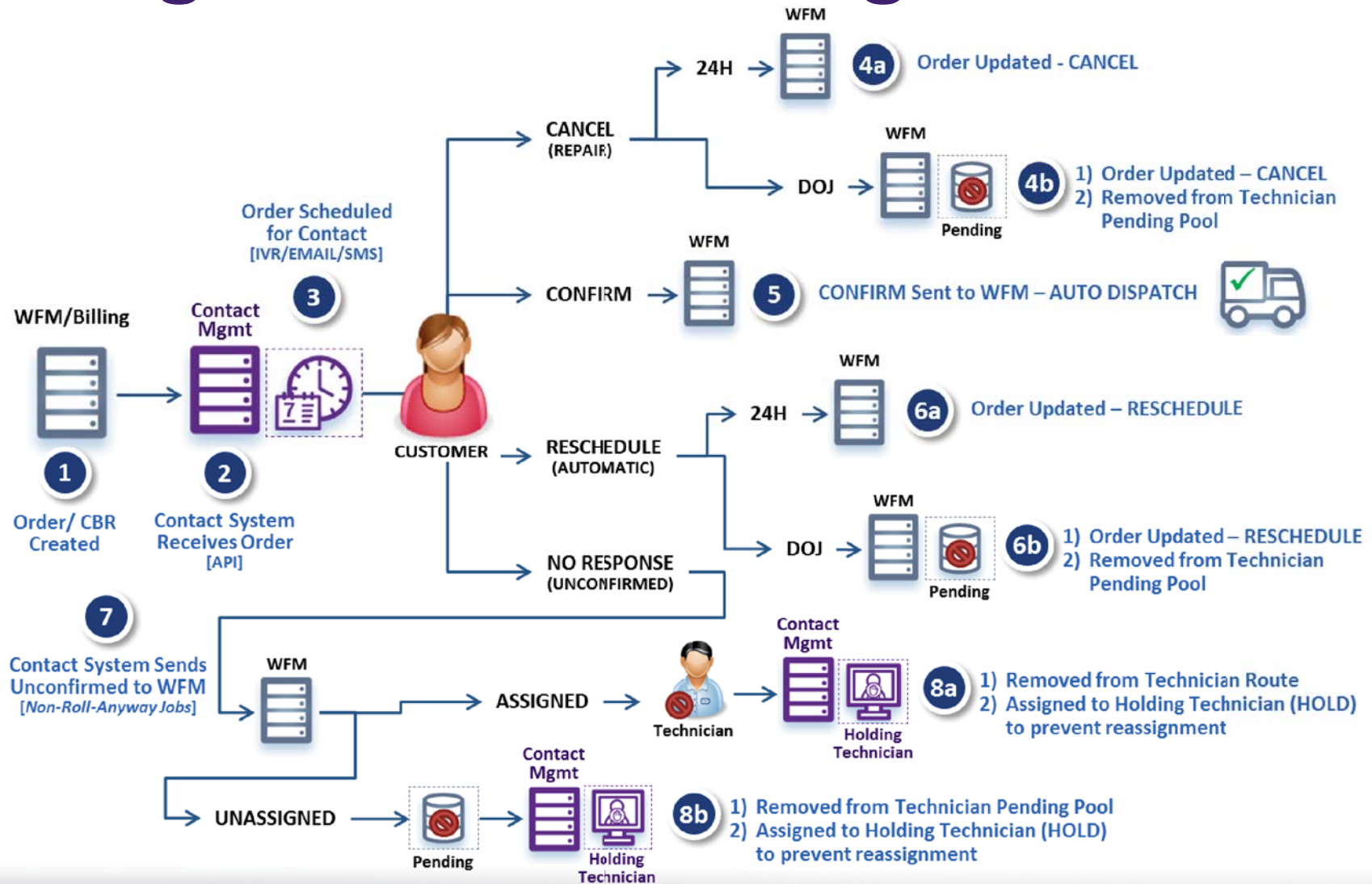
Lots of Moving Pieces



Where to Start? Best Practices

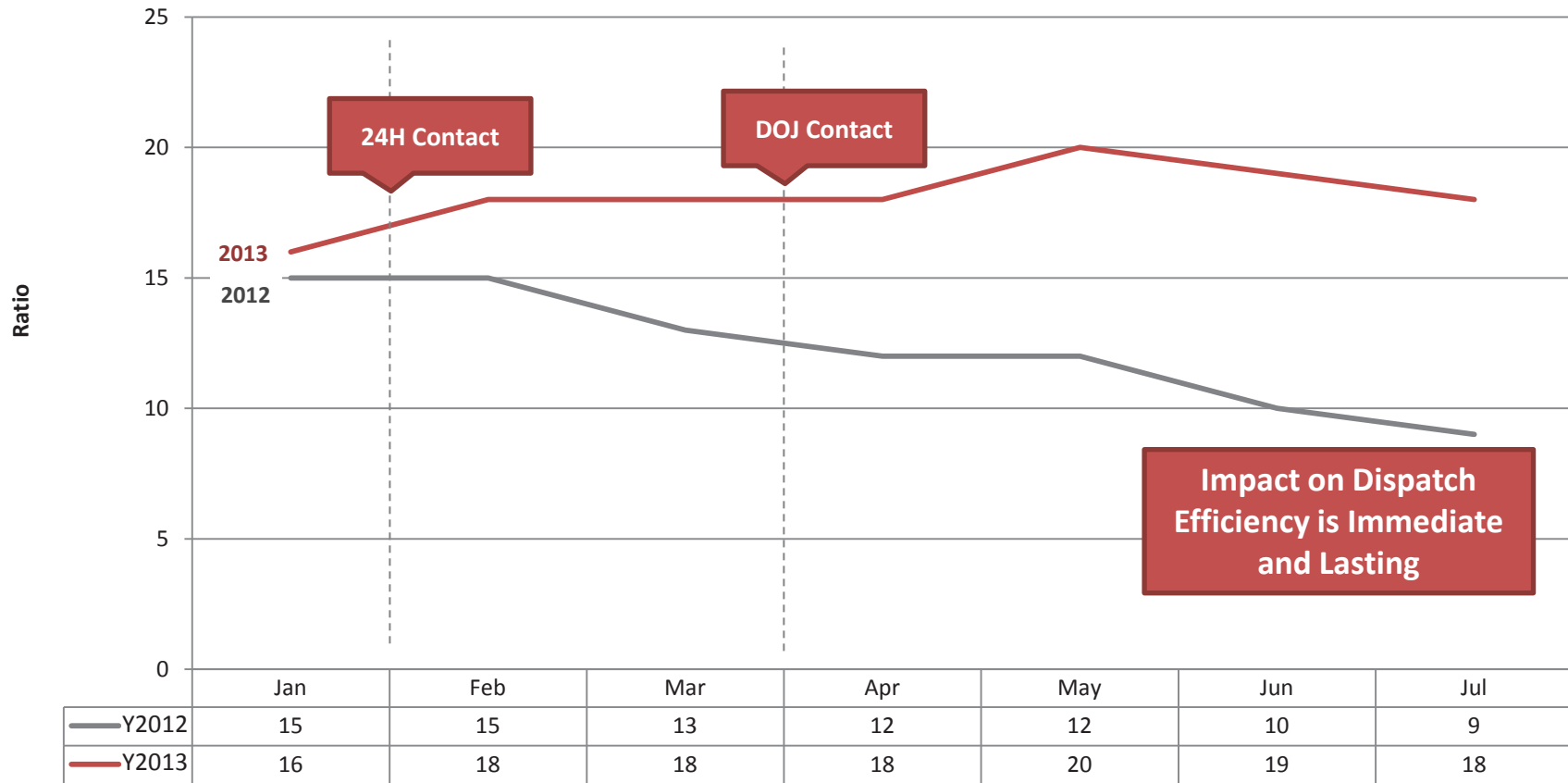


Integrated Contact Mgmt & WFM



Real Life Impact # 1

Trucks Rolled/Avoidable Dispatch



Increased Dispatch Yield

+1

+3

+5

+6

+8

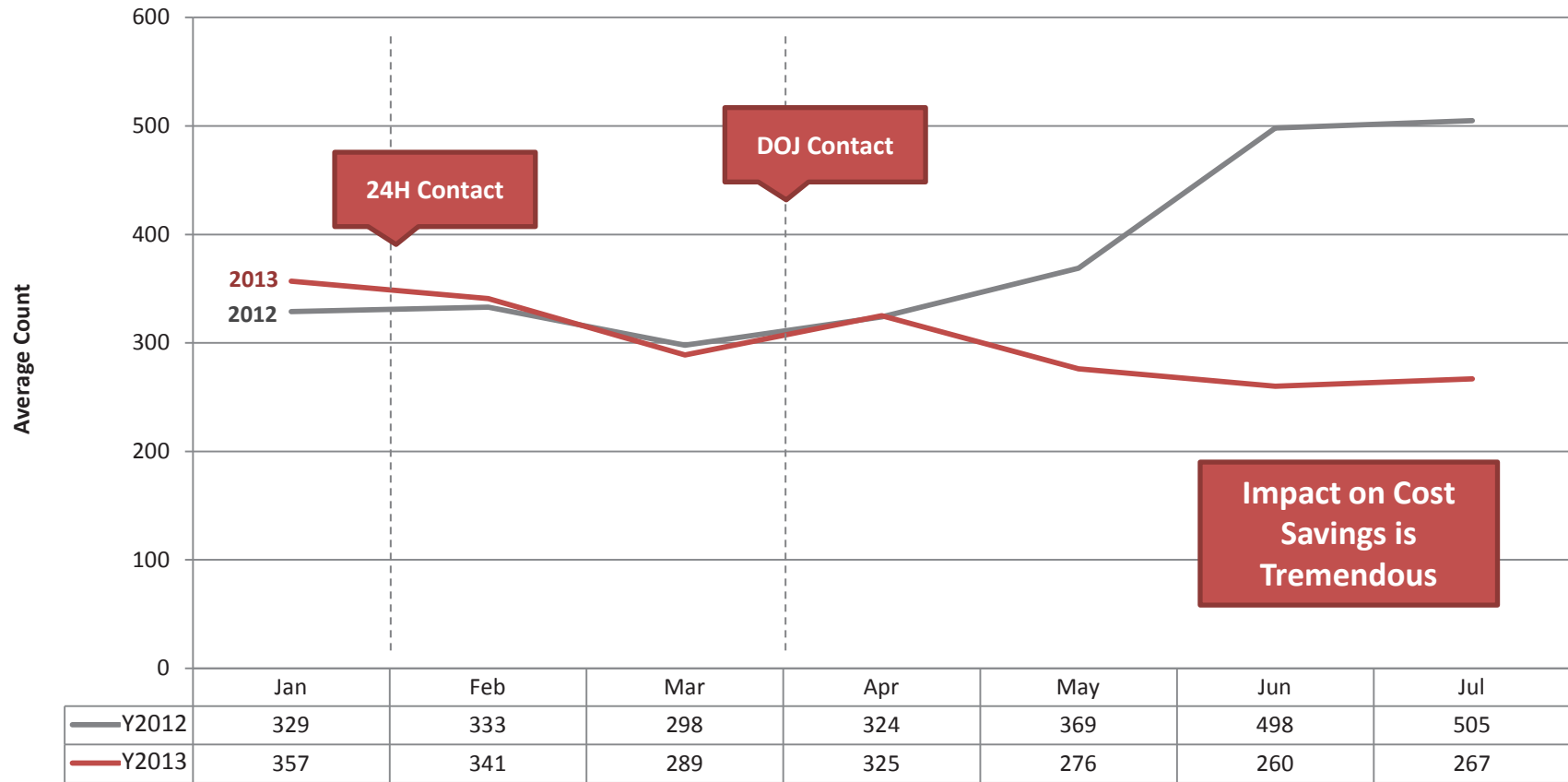
+9

+8



Real Life Impact # 2

Avg. Regional Avoidables (Potentially Wasted Truck Rolls)



Truck Rolls Saved

93

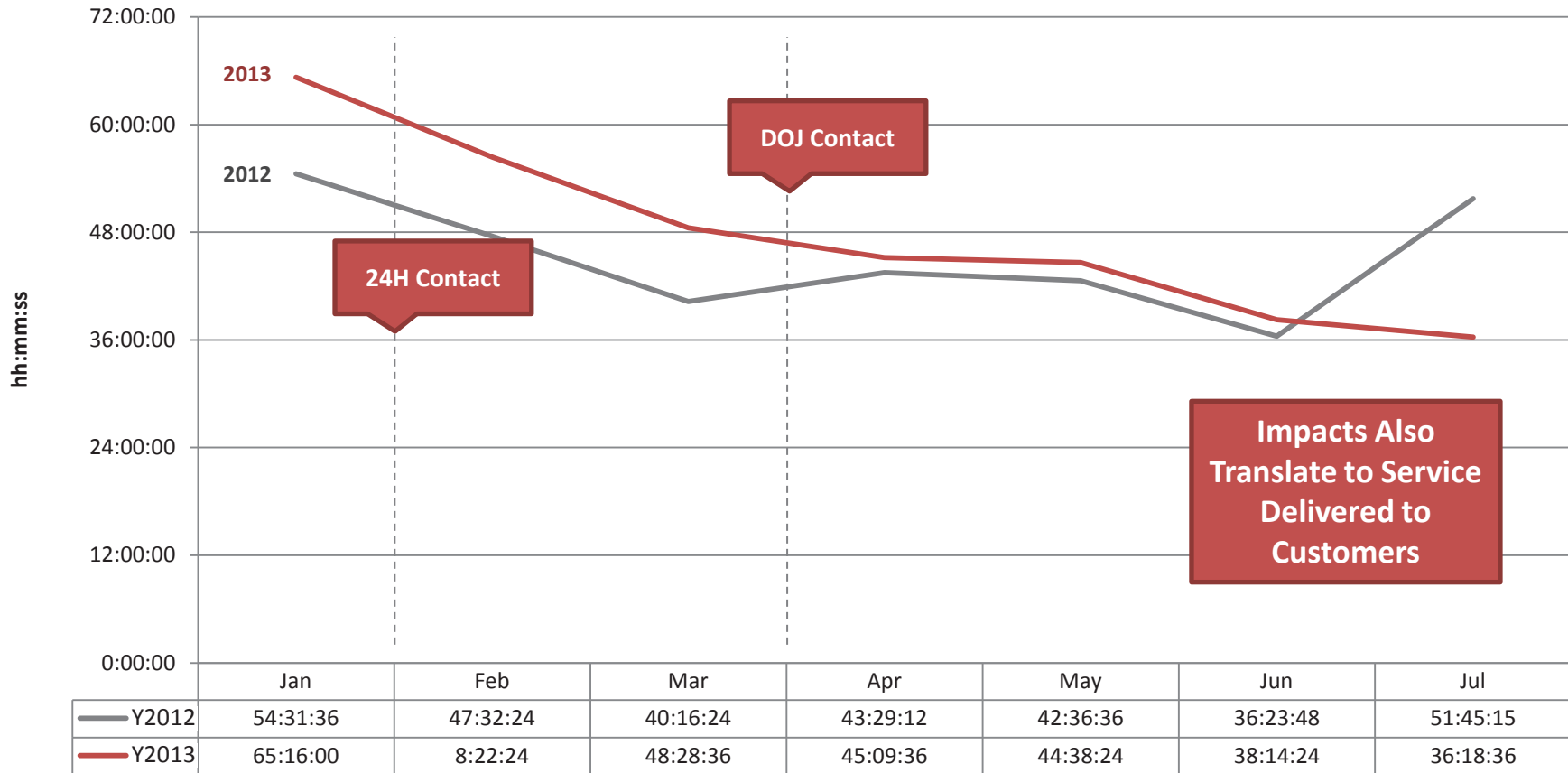
238

238



Real Life Impact # 3

Average Time to Complete



Avg. Time Savings

8+ Hours

15+ Hours

9+ Hours



Key Takeaways

Benefits of the “Right” Pre-Appointment Contact

- ▶ The “**right**” pre-appointment contact is the most cost-effective way to eliminate the cost of wasted truck rolls, increase productivity and improve cost-performance and customer experience
 - 10-15% reduction in missed appointments
 - 8-12% reduction in “repair no longer required” (Cancels)
 - 4-8% reduction in “Where’s My Tech” calls
 - 69% of unconfirms completed by end of window
 - 70% day of job contact action rate





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mark_wilburn@skycreek.com

703-834-8007



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