

SERVICE MOVES FROM INTERNALLY FOCUSED TO CUSTOMER-DRIVEN

In this era of the empowered customer, it is no longer viable to be solely focused on service operations. Arriving at a customer site within an SLA window is now table stakes. Instead of focusing on internal metrics, the Best-in-Class have transformed their service organization by focusing on the customer.



Best-in-Class companies are:

2.5x

better at fixing issues the first-time as a result of mobility and customer-focused field efficiency

56%

more likely to proactively capture customer feedback regarding product and equipment performance via technology

36%

more likely to have the ability to design products for improved serviceability, which aids in driving customer value and resolution

16%

more likely to have the ability to provide customer verification of service (i.e., photo capture, video confirmation), providing customers with peace of mind

16%

more likely to provide field workers with access to remote experts while at a customer site, speeding resolution and avoiding a failed first visit

as compared to All Others.



[Read the full report: *The Evolution of Mobile: Future Success Will Come in the Field*, April 2016, Aberdeen Group](#)

The bottom line: Investment in mobile tools is part of transforming service. However, it is imperative that this investment be rooted in delivering valuable insights and capabilities to the field team focused on helping the customer, and not rooted simply in improving internal efficiency.