

## Leading Media Company boosts field service productivity by 39%

### Industry

Media & Entertainment

### Products & Services



FieldForcePro

### Implementation Partner



[www.crm.it.com](http://www.crm.it.com)

A large consulting group, which offers a range of media insights and audience measurement services through analysis of print, radio, TV, internet, cinema, mobile, social and outdoor media worldwide. The group also offers to operate their panel for official TV measurement service.

Seeing the strategic advantages to empowering their field teams, they have become avid users of field service management application. They selected FieldForcePro from CRMIT Solutions to power a digital transformation of their field service business, empower their teams with valuable, easy-to-access data, and drive excellent customer experience.

### Challenges

- Manual work order assignment for the field technicians resulting in inaccurate scheduling, dispatching, analysis along with duplicate and missing data
- Effectively align field operations and technician with SLA compliance, predefined terms and services, and agreed audience measurement program to drive customer satisfaction
- Ability to collaborate the field service activities and allow for real-time feedback on job acceptance, location, time on-site and work carried out on handheld devices
- Track valuable, easy-to-access customer engagement data while on the field which leads to boost customer experience management

## Solution

- Configure the prescribed measurement program within Salesforce by –
  1. Creating a data model on home line sheet and status related attributes
  2. Implementing work order management to define queues for existing and new installations, relocation of devices
  3. Analyze the quality for pre and post field service scheduled by back office panel team
  4. Providing accessibility to maps/routes to the technicians through GPS integration to identify their position and assign the nearest orders to save time and effort
  5. Integrating with AltaPro to access the real-time records for home statuses and their meter readings
- Implement inventory management by setting up the fleet, tracking stock, procuring equipment
- Build advance business intelligence with SLA dashboards and trend analysis
- Integrate Salesforce Chatter for real-time collaboration between field technician and back-office panel

## Benefits:

- Improved field scheduling and dispatching capabilities by organizing all processes according to the standard workflow inside of the organization
- 25% reduction of costs viz. operational costs, fuel consumption, spare hours, route mess through inventory management  
Refined and upgraded business process management with valuable insights from on and off the field through business intelligence
- 39% boost in field productivity with a real-time collaboration of field activities