

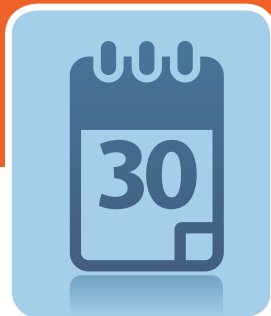
# 5 KEY STEPS TO MAKE FIELD SERVICE PROFITABLE

Is field service seen as a cost-center at your business? Providing field service can be a complex process, but that does not have to mean it's unprofitable. Every field service interaction is an opportunity to not only delight customers, but also increase revenue.

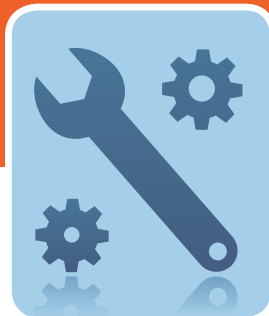
Here are 5 easy steps to get your field service organization in the black this year. Accomplish all five and rest assured your field techs will love you, your customers will love you, and you will love your balance sheet.



**1.**  
**JUST SAY  
NO TO  
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SERVICE.**



**2.**  
**OPTIMIZE  
SCHED-  
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**3.**  
**NEVER  
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**4.**  
**MARKET  
BETTER.  
SELL  
BETTER.**



**5.**  
**GO.  
MOBILE.**

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# 5 KEY STEPS TO MAKE FIELD SERVICE PROFITABLE



## 1. JUST SAY NO TO GIVING AWAY FREE SERVICE.

**Selling a warranty or service contract is usually pretty easy.** The tricky part is tracking the life of that contract to ensure customers are proactively offered timely renewals and field technicians don't give away free service. Paper contracts tucked

away in filing cabinets won't cut it. Technology with immediate visibility into the entitlements of your entire customer base is key to eliminating undue service giveaways and renewing more contracts.



## 2. OPTIMIZE SCHEDULING.

**One of the main areas of profit drain for field service operations is scheduling.** You never want to keep a customer waiting, and you simply can't have technicians sitting idle. Optimizing your workforce means eliminating those inefficiencies by knowing your workforce and powering your dispatcher with technology far more advanced than whiteboards

and Outlook. Advanced scheduling and work-force optimization can yield huge benefits including higher first-time fix rates and maximized technician utilization. Not to mention, happier customers.



## 3. NEVER LOSE PARTS. EVER.

**You paid for the parts, and if you don't use 'em, you'll lose 'em.** With a fancy name like "parts logistics," this step can sound overwhelming, but it's not. Think about it as just keeping track of your stuff. For field service organizations that service high value equipment with expensive parts, this step is

especially critical. You need to make sure you can track your parts inventory across the entire service lifecycle. By not losing parts, and knowing what's been used, what's on-hand and what you need to order, you will certainly see an uptick in resolution times and your bottom line.



## 4. MARKET BETTER. SELL BETTER.

**Just because you're in field service, doesn't mean you don't have to market and sell your services, and it certainly doesn't mean you don't know how.** You have built a world-class field service organization, tell the world about it! You have customers who love your service, make it easy for them to continue buying it! Make sure you have defined the value

proposition for your service offerings and that they are clearly articulated by everyone and everything (i.e. your website) that talks to customers. Train and incentivize your field service reps to sell services in the field. They are often the only person on the front lines talking directly to customers. Who better to sell more service than the techs performing it?



## 5. GO. MOBILE.

**Field service is an inherently mobile job, so mobile tools are a natural fit.** From smartphones to tablets to laptops, matching the right hardware and software to your field service needs will result in new efficiencies and savings: instant billing, GPS and route information, real-time collaboration, access to

knowledge-bases and much more. Imagine starting a video chat with an expert back at the office to help solve a problem, or receiving a signed-off work order the minute it is completed. The benefits of going mobile will be seen across the board, and your techs will love you for making their job easier.



## SO WHAT'S NEXT?

**We're here to help! Contact ServiceMax today to schedule a free field service technology assessment and get on the road to field service profitability!**  
Call 925-965-7859, email [info@servicemax.com](mailto:info@servicemax.com), or visit [www.servicemax.com](http://www.servicemax.com).