

Modernize Manufacturing Ops with Connected Field Service

Streamline and enhance profitability
by connecting OT and IT.



Introduction

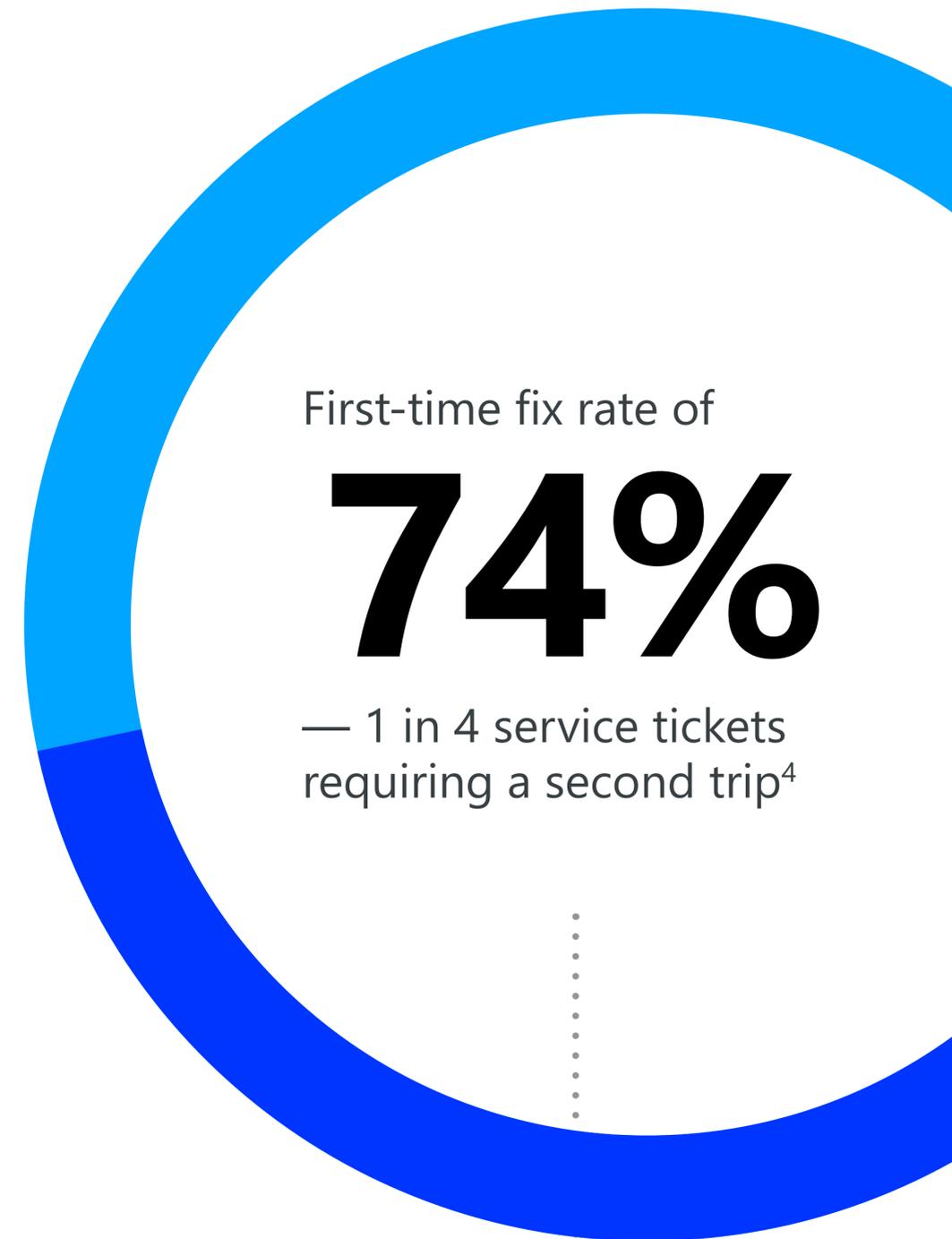
Customer experience is the key critical metric in today's economy. Other KPIs matter, but the customer is king. Which is why leaders in manufacturing are focusing on the point where customers commonly meet the manufacturer: field service. A field service force that's informed, equipped, responsive, and efficient can save time and costs, open up new selling opportunities, and foster long-term customer loyalty.

The numbers support the opportunity to modernize field operations:

- 91% of consumers are loyal to brands that offer low-effort interactions¹
- 66% of IT leaders have budgets earmarked for proactive support technologies in 2018 and 2019²
- 77% of consumers around the globe have a more favorable view of brands that offer proactive customer service notifications³

The shift is underway from field service to *connected* field service, applying advanced technologies such as Internet of Things (IoT) in the cloud. And it's happening quickly, as manufacturers who delay risk getting left behind.

In this eBook, we'll highlight the opportunity connected field service represents, and provide guidance on how to modernize field service operations with MCA Connect's Connected Field Service Solution for Manufacturers.



Sources:

- 1 *Shifting the Loyalty Curve, Mitigating Disloyalty by Reducing Customer Effort* by the Corporate Executive Board (CEB)
- 2 2017 TSIA report of Field Service spending
- 3 2016 State of Global Customer Service Report
- 4 *A Fix For First Time Fix Rates*, Astea International, Inc. whitepaper, 2016

Current challenges in field service

Field service establishes a new operational standard with no gaps between field data and core business systems, eliminating common field service challenges:

- Inventory management — too much, too little, wrong items, shrinkage
- Limited visibility into the supply chain and business processes
- Redundant data and information islands
- Excessive time and resources spent on system maintenance
- Complexities of complying with stringent regulations

These are issues that have impacts across the entire business: customers and customer service, dispatchers, field technicians and contractors, IT staff, accounting, and more.

The connected field service opportunity

New field service technology can seamlessly connect meaningful, real-time field data to core business functions. Manufacturers can now centrally and securely connect, monitor, and manage IoT-connected devices at scale throughout asset lifecycles, realizing tremendous value across the business.

MCA Connect's Connected Field Service Solution for Manufacturers is a Microsoft-native platform that optimizes field service for high-complexity, high-variation manufacturing operations.



What connected field service brings to your operation

- ✔ **Improved operational efficiency** — From optimizing dispatch to increasing service call capacity, companies can improve overall efficiency by 10–20% — at least!
- ✔ **Reduced costs** — Optimized scheduling can help increase the number of jobs finished per day, and optimized routing can reduce the number of miles service workers drive, increasing their available work time. Eliminating revisits will likely come from field service basics: knowing what needs to be done and where and having the right tools and equipment.
- ✔ **Faster payment from customers** — Electronic routing of signed paperwork can reduce time to invoice by 7 days or more.
- ✔ **More revenue, new revenue streams** — Field service technicians have more visibility to customers than anyone else within the company which allows them to identify opportunities for new revenue streams from differentiated offerings such as guaranteed uptime service as well as obsolete items and lack of spare parts.
- ✔ **Happier customers** — Ultimately, the best field service is the kind no customer ever sees — where fixes happen before it's even known anything is broken. IoT-enabled connected field service helps manufacturers closely monitor equipment and take proactive maintenance measures to prevent issues from arising before customers are even aware. But when field service is necessary, you can help your field service workers make a great impression by keeping in constant communication with customers about progress, and when your staff is expected to arrive. Creating happier customers increases your wallet share and market share.

Why choose an IoT SaaS solution for connected field service

Using IoT technology delivers insights from connected devices throughout your value chain — insights that can be used to accelerate product innovations, enhance customer experience, and identify new business opportunities you wouldn't have otherwise found. And managing IoT through a cloud-centered, SaaS capability such as Microsoft Azure IoT Central offers:

- Simplified administration and app customization
- Lowered operational costs and overhead
- Enterprise-grade security features such as end-to-end encryption

Or if it's right for your business, consider an available cloud-based PaaS IoT capability.



What to look for in a connected field service solution

Different users want different things in order to play their part in deploying field service personnel efficiently. For example, customer service engineers care about:

- Having access to service and sales order details
- Solving issues quickly without having to send a technician if possible
- Providing friendly, capable, professional service to customers
- The outcomes of customer satisfaction surveys

While dispatchers care about:

- Having real-time visibility into all jobs and technician resources
- Minimizing the number of trips to the same service location
- Providing narrower, more precise scheduling windows
- Effective, efficient communication with customers

The right solution will deliver on these concerns while making it easy to document equipment issues and repairs. Look for the use of advanced machine learning technologies for predictive, proactive scheduling of equipment maintenance, as well as real-time monitoring, alerting, and reporting for efficient management of remote and mobile operations.

Consider solutions that take a proactive approach to issue management, anticipating and alerting you to problems before they happen and continuously measuring and tracking to established KPIs. Ideally, your choice will give you a single view of your entire connected field service operation so you can focus resources on the most critical issues, maximize efficiency, and continuously improve operations.

Finally, look for a connected field service solution that not only optimizes field service, but also brings value to other business groups:

Sales: Technicians can identify and create opportunities in the field for sales teams.

Universal scheduling: Use the same resource pool for short- or long-term projects.

Customer service: Coupled with field service capabilities, so when an issue can't be resolved remotely, a technician is sent.

Operations: Time and expense management, inventory management, service forecasting.

Ultimately, the right solution will enable your organization to deliver maximum uptime and optimal outcomes to your customers.

MCA Connect + Microsoft

Connecting and modernizing manufacturing operations

MCA Connect's turn-key Connected Field Service Solution for Manufacturers leverages Azure IoT Central to connect, monitor, and manage IoT assets and incorporates Microsoft Power Platform to enable monitoring and reporting from remote or mobile sites.

Key benefits include:

- Improved business efficiency
- Reduced waste in time, money, inventory, operations
- Virtually eliminated downtime for equipment and people
- Improved customer service
- Streamlined operations
- Extensive cloud development or coding skills not required

Microsoft delivers advanced scheduling, resource optimization and mobile enablement capabilities that set organizations apart by keeping the customer at the center of the business.

Connected field service, including advanced analytics, machine learning and IoT capabilities, allows field service organizations to move from a costly break-fix model to a never-fail service model. It is able to anticipate demand, build accurate forecasts, optimize production scheduling, and lower production costs.

This technology plus unmatched experience in Microsoft technology and deep industry experience in connected field service and manufacturing, enables MCA Connect Connected Field Service to:

- Connect, capture, and mine field data
- Develop predictive machine learning models
- Convert data into actionable information
- Prevent issues before they happen

Field service personnel use a mobile app to record and document field service events. Azure IoT and Machine Learning run in the background and alert field service technicians to potential problems/maintenance issues before they happen, all while measuring KPIs and providing an overview of the entire connected field service operation in a single solution.

Connected Field Service enables our customers to drive efficiency and continuous improvement into their business, by focusing their resources and workforce on addressing the most critical field issues in the most efficient way possible, while solving problems before they happen — before customers even know they've happened.

MCA Connect + Microsoft

Powerful partnership

MCA Connect

- Pre-defined solution
- Microsoft native platform (deep, seamless integration)
- Unmatched experience in Microsoft technology
- Deep manufacturing industry experience
- Field Service expertise



Microsoft Technology

(Microsoft Power Platform, Azure IoT, D365 for Field Service, Power BI)

- Cloud based
- “Better together”
- End-to-end coverage — from connectivity, data capture & cleansing, insight generation and operationalization
- Secure, reliable, trusted
- Open, extendable, customizable
- Flexible, reliable, scalable

MCA Connect’s Connected Field Service solution for manufacturing is a native Microsoft platform, that fully connects field data, informing the entire manufacturing business through-the-line.



Connect with MCA Connect ▶