

Case Study: Life Sciences

Leading lab instruments provider saves \$2M a year

A new field service app brings the power of CRM to field service engineers, reducing service request closure time by 50%.

The challenge

A leading technology-based lab instruments solution provider previously rolled out a SAP customer relationship management (CRM) system for its service organization. While the new CRM system brought many advantages, it also brought challenges to field service engineers (FSEs). The system required that they login to the CRM to view and manage their service orders, which meant booting up their PCs, logging into the VPN and then into the SAP CRM—a process that could take up to 20 minutes. These delays happened as the FSE worked with the customer, who had to stand by waiting for their service confirmation.

In an effort to cut wait times for customers, FSEs waited to close down service orders until after they got home at the end of the workday. Another reason for waiting to close orders later is that in certain instances access to a network connection was not available.

At a glance

A leading technology-based lab instruments solution provider engaged Cognizant to design a new field service app to help field service engineers (FSEs) manage their entire CRM workflow without ever opening their personal computers. Now, FSEs manage tasks such as service orders, capturing digital signatures and sending service confirmations all while on the go, on their mobile phones. The new solution provides a range of benefits:

- Facilitates 100K sessions a month and is used every 10 seconds by ~3,500 FSEs worldwide
- Cuts session time by 50% compared to similar CRM processes, resulting in 1M minutes saved per month worldwide
- Saves \$2M a year by reducing time spent formally closing service requests by 50%
- Enables 24x7 access to service order and lab instrument part status information

The approach

Together with the customer's IT Mobility group, Cognizant assembled a team of the customer's FSEs to design a field service app that would free up engineers, so they could spend more time working directly with customers.

We began the project by mapping a day in the life of an FSE. We captured their design ideas, designed a prototype app and then proposed an app that would address their key pain points. We also worked with a set of FSE pilot users to refine the app into a tool, making sure to address all objectives and make the process run smoother.

New app takes service confirmations on the road

The new app increases efficiency for FSEs, enabling them to manage their entire CRM workflow without ever opening their PC. They can manage service orders, check parts tracking information, order parts, capture digital signatures and create and email service confirmations all from their mobile phone while on the road or at the customer site. The new app offers a significant efficiency gain for all involved: FSEs, the client's business service team and its customers.

As an ongoing effort, the team continues to look for ways to improve the app, which positively impacts the lives and productivity of FSEs.

The new field service mobile application transforms the way FSEs receive and manage their service order workflows. Customers can also interact with the app to sign service confirmations, which helps to position and promote the brand as technologically innovative.

Business outcomes

Our client's leadership considers the new app not only a great breakthrough innovation for the company, but also as a valuable productivity platform driving efficiency in the customer service organization (CSO) over the last year. The app brings the power of CRM to the palm of the FSE, by helping to improve communications (call notification/call closure), knowledge accessibility

- Speeds revenue recognition by closing service orders as soon as work is completed
- Improves call closure turnaround time (TAT) from 70% to 90%
- Approximately 90% of service calls are now closed in the app

(parts availability) and speed of response times for the organization (call closure and ability to get digital signature of work performed).

A new tool for the customer service organization

This tool designed by FSEs for FSEs is a foundational element and important aspect that is critical to the success of the CSO organization.

By comparison, when the project first launched, there were 40,000 sessions happening per month. Today, there are up to 110,000 sessions happening per month, which equals 3.5 people using the app every minute of the day.

The new app helps increase efficiency and saves time for FSEs, bringing a range of key innovations, including:

- Real-time push notifications of assigned service orders
- Parts tracking with one click from the app to a carrier's website; no need to call someone in the back office
- Fast access to service order information, including tap-to-call or email the customer to let them know you are on the way
- Tap for driving directions using favorite map apps
- FSEs can order parts to complete a repair easily on site, with immediate notification of availability, eliminating the need to have someone else handle the order
- Consume parts and create service confirmations easily from anywhere

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- Digital signatures can be captured via email with one tap to the customer
 - Easy sign on with fingerprint scanning; no passwords to remember
 - Bar code scanning easily creates a system during installs
 - Faster TAT on closing service orders and recognizing revenue
 - Admin resources freed up to focus on customer related tasks

Saving 1M minutes a month

The provider also saves 10 minutes per session, or half the time, resulting in 1M minutes saved per month worldwide, or \$2M in savings per year. FSEs now also have 24x7 access to service order and parts status information, which supports better communication with customers on the status of an order.

The ability to close service orders as soon as the work is completed is a financial win for the company, allowing it to recognize incoming revenues faster.

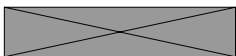
Additional benefits include:

- Improved call closure TAT went from 70% to 90% as a direct result of the new app
- More than 90% of service confirmations now occur within 48 hours of service through the new app, resulting in more timely delivery of documentation to customers
- Redirection of 5 FTEs from process admin to other priorities

Moving forward with the new tool, in partnership with the solution provider, has enabled field service engineers to untether from their laptops. Using critical data that is now easily available in a few taps, FSEs are more productive and can provide better experiences to customers. The customer service organization could not be happier with the impact of the new app, which has fundamentally transformed not just the work performed by the field engineers but the entire business.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).



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