

# VIDEO ENABLED SERVICE: DELIVERS HIGHER FIRST-TIME FIX RATES AND ASSET UPTIME

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## Report Highlights

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**Capturing expertise and sharing knowledge of an aging workforce is a top priority.**

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**Customers demand better service and now have options. Innovations are critical to stay competitive.**

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**The Best-in-Class are 72% more likely than peers to have visual collaboration capabilities.**

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**The Best-in-Class achieve 38% higher first-time fix rates and 28% higher customer satisfaction.**

This report will focus on the ways that collaborative video technology spreads expertise across the entire service team and ensures that service call resolution is not the luck of the draw, but the norm. This kind of video technology exists today and is already proven across service industries.

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Today, service success, and the success of field service in particular, is no longer determined by meeting SLAs or hitting utilization metrics. Success is determined by the customer. If customers do not perceive value in the way you provide service, they will go elsewhere. As seen in Aberdeen Group's [\*State of Service Management in 2016: Empower the Data-Driven CSO\*](#) (March 2016), the top two pressures facing manufacturers and service organizations are increased competition, both in products and service, and customer demands for better service. "Decent" service is just no longer good enough.

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"The paper industry is globally facing a constant loss of expertise driven by cost pressure and by the retirement of the most experienced professionals. With remote video support solutions, we can make our experts available everywhere in the world at any time."

~ Juergen Kaeser, Head of Global Service Pm 4.0, Voith Digital Solutions

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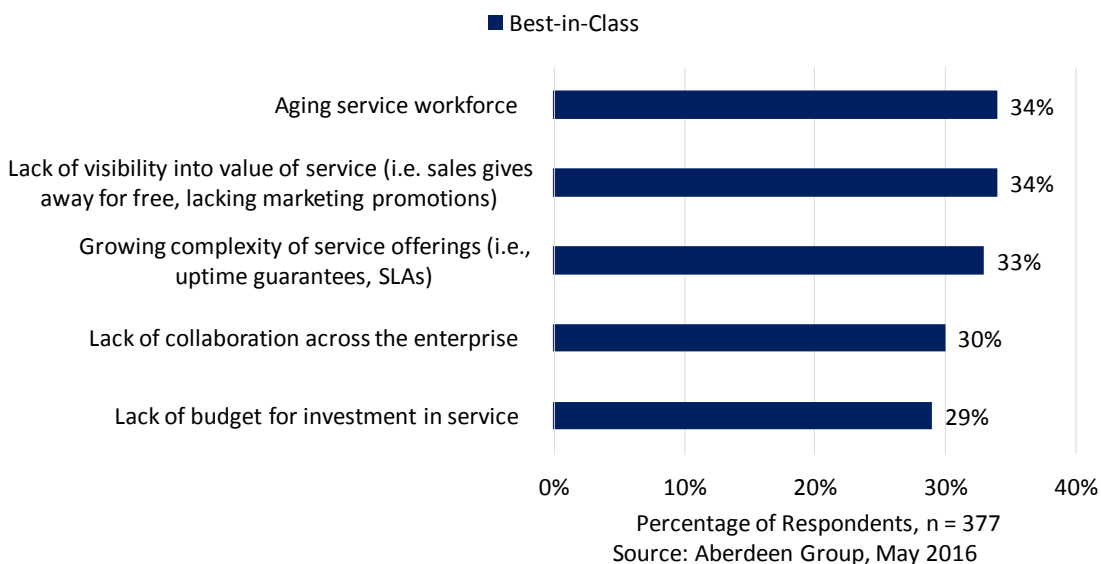
Going above and beyond has to be the norm, and organizations are struggling to figure out how to get there. This challenge is even more imperative for mission critical industries such as energy and manufacturing, where leaders now realize that building a better machine or delivering to the SLA is not enough to retain customers. To truly stand out, these organizations must ensure that their field teams can resolve customer issues as soon as they arise, and accomplishing this requires a real-time connection to answers.

### *Build a Team of Service Experts*

Many service leaders recognize the urgency of re-evaluating the field and investing in the tools needed to excel. The reality of an aging workforce — and the possibility of losing valuable knowledge and expertise — is no longer a far off fear, it is the top challenge facing service today (Figure 1).

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Figure 1: Top Challenges Facing Service Organizations



The Best-in-Class have identified a number of issues to tackle as they strive to both improve service delivery for the customer and efficiency in their own operations. In addition to losing seasoned and experienced workers to retirement or attrition, these top performers are faced with a misperception of the value of service, poor collaboration across the enterprise, shrinking budgets, and increased complexity in service offerings. Dealing with any one of these issues would be taxing in and of itself, but dealing with all of them at once makes it imperative that service organizations invest more effectively, communicate the value of service better, and connect the entire organization.

In mission critical industries, such as energy and manufacturing, ensuring that the service team captures knowledge and transfers it efficiently across the organization is a “must have,” not a “nice to have.” Asset downtime or system failure is unacceptable in these industries, and therefore issue resolution needs to be swift

## The State of Service Management Best-in-Class Defined

In our January and February 2016 State of Service Management study, Aberdeen used three KPIs to distinguish the Best-in-Class (top 20% of aggregate performers) from the Industry Average (middle 50%) and Laggards (bottom 30%) organizations, with the mean performance amongst the Best-in-Class as follows:

- 86% SLA compliance rate
- 89% customer retention rate
- 7% annual improvement in worker productivity

➔ [Related Research](#)  
“Connecting the Oil and Gas Enterprise through Improved Collaboration”

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“Real-time video collaboration technology is changing how field services are delivered. We are now accelerating the training process for new team members with virtual on-the-job training. These innovations are transforming our field service organization.”

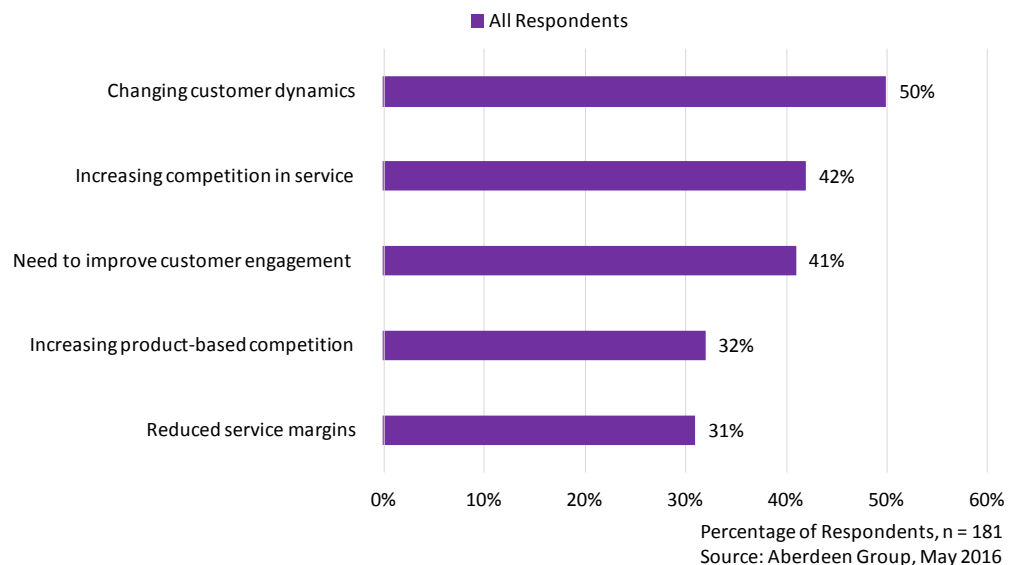
~Steve Wagner, Customer Support Manager, Diebold Inc.

and complete every time. This is where collaborative video tools can best support a changing service environment.

### *Customers Won't Wait for Service Excellence, Deliver Resolution Now*

In service today, customer needs are evolving, competition offers alternatives, and margins are eroding (Figure 2). What's more, in the rush to cut costs, many organizations have actually stripped value from the service experience.

**Figure 2: The Real Challenge: The Customer Demands Better**



As seen in Aberdeen Group's [Connecting the Oil and Gas Enterprise through Improved Collaboration](#) (September 2015), the primary driver behind adoption of collaboration tools is the need to cultivate innovation and reduce operational costs. The pressure on energy companies and manufacturers to do more with the same is immense. Connecting the entire service team so it can deliver value to customers demands that technology support faster answers, the transfer of expertise, and an

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enhanced experience for the customer. Video is providing this connection for organizations and is helping them make the leap into the future of service.

*Service Excellence at the Speed of Video*

The challenges and headwinds facing the service organization demand that the front-line have the tools to both resolve issues more quickly and solve ever-more complex issues. Historically, service teams had to sift through paper manuals or search their own memories to find a fix for specific failures. This was an onerous process to go through, especially in front of a stressed-out customer. The move from paper manuals to mobile tools has been a step in the right direction, but too often mobility has been used simply as a different form of paper. This is not the case for the Best-in-Class. These top performers leverage mobile technology to tap into real-time data and insights, and specifically use video capabilities to communicate, collaborate, and resolve issues more efficiently (Figure 3).

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**Collaborative video tools not only provide the field team with real-time assistance when solving complex issues, they also connect field service to the entire organization.**

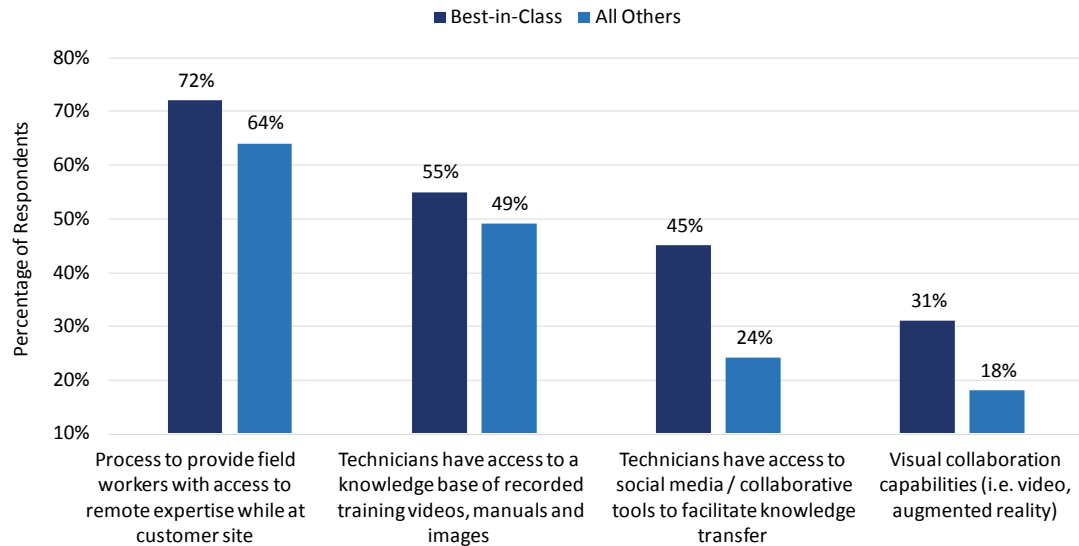
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“We believe that leveraging real-time video in the field will help us solve integrity, production and technical challenges faster and with greater cost and execution efficiency. After finding a secure video solution that worked in even our toughest locations, we can offer a competitively differentiated service that provides rapid response to customers.”

~David Millar, Innovation Manager, Strategy and Development, Wood Group

**Figure 3: Video: At the Heart of Real-time Resolution**



n = 181  
Source: Aberdeen Group, May 2016

Collaborative video tools not only provide the field team with real-time assistance when solving complex issues, they also connect field service to the entire organization.

- ➔ **Remote experts support the front line.** The Best-in-Class understand that not every technician will have answers to solve every problem while on site. Troubleshooting and up-front diagnosis aren't always accurate, and the issues that a technician finds on the customer site may vary. This is why having a connection with a remote expert via video is integral to ensuring that every issue can be resolved on the first visit.
- ➔ **Access to shared knowledge.** Once again, as technicians age and a new crop of field workers joins the business, it is imperative that the latter be able to leverage past knowledge as they go through their day-to-day. A library of best practices, which can be viewed while in the field, is a great way to offer continuous, just-in-time training

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without the downtime and loss of productivity associated with having the entire team come to the office to learn new techniques.

- ➔ **Collaboration is the future of service.** The peer-to-peer network is not just something for the consumer social world. It has a place in business. For example, a technician for an energy company working in a remote location doesn't have the luxury of rescheduling a service call or going back to the office to figure out the answer. They need to be able to tap into their network of technicians and collaborate while on the fly.

### *The Best-in-Class Turn Video into Results*

The Best-in-Class look to video capabilities and mobile technology to ensure they can deliver for the end customer every time. These top performers outperform their peers in key metrics that impact the customer, worker productivity, and asset performance (Table 1).

**Table 1: Define Success for the Best-in-Class**

Key Performance Indicators	Best-in-Class	All Others
Customer satisfaction rate	92%	72%
First-time fix rate	90%	65%
Serviceable asset uptime	86%	69%
Workforce productivity rate	77%	60%

Source: Aberdeen Group, May 2016

Mission critical industries depend on resolution and proactive support, not whether or not you show up within a given service window. The Best-in-Class help connect their field teams to real-

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“Uptime is the KPI that decides our customer’s success. Any unplanned event that interrupts the 24/7 production needs immediate action. Remote troubleshooting virtually brings our experts to our customer’s sites — just with the flick of a switch.”

~ Juergen Kaeser, Head of Global Service Pm 4.0, Voith Digital Solutions

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“Video collaboration in the field has a strong impact on the level of service we are able to provide our customers. We’ve been able to improve first-time resolution rates for service calls as well as decrease the time our seasoned experts spend in the field mentoring new technicians by 33%.”

~Steve Wagner, Customer Support Manager, Diebold Incorporated

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time answers, supported by video, to resolve issues on a first visit, as opposed to having to reschedule or call in different technician. Video collaboration with a remote expert bridges the gap between asset failure, a technician who may not know the answer, and a remote expert who needs more than verbal cues to deal with the issue at hand.

### *Connect the Field Team to Resolution and Value for the Customer*

Service excellence is no longer judged by SLAs; it is judged by the customer. And customers demand better, faster, and more valuable service. The challenge is that this heightened level of service needs to be delivered by a changing workforce that can no longer rely on years of expertise to solve ever more challenging service issues. This is where technology, and specifically video, comes into play, as it connects a field team to answers efficiently and in real-time.

The Best-in-Class show the path to excellence:

- ➔ **Do more than just capture knowledge; communicate and collaborate across the workforce.** Mobility has connected the field to the back office, but the connection should not end at data capture. The aging workforce is leading to a transformation of the field. The tools given to the field team need to fit the needs and expectations of the workers using it. Video is key to our daily lives in 2016, and it is no different for your field team.
- ➔ **Invest in the tools that support real-time insights.** Giving a technician a new device can be an exercise in futility unless the tool actually helps eliminate unneeded effort or improve efficiency. Video capabilities, powered by mobile, provide the front line with a practical connection to real-time insights and answers.



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→ **Leverage virtual and remote intelligence to troubleshoot and solve problems faster.** Speed to resolution is the key to supporting customers in mission critical industries, such as energy and manufacturing. Utilizing a virtual presence and remote experts via video technology delivers the speed you and your customers desire.

For more information on this or other research topics, please visit [www.aberdeen.com](http://www.aberdeen.com).

#### Related Research

[\*State of Service Management in 2016: Empower the Data-Driven CSO\*](#); March 2016

[\*First-time Fix: Revisit a Metric Driving Success\*](#); March 2016

[\*Connecting the Oil & Gas Enterprise through Improved Collaboration\*](#); September 2015

[\*The Mobile Technician: The Evolution of the Connection in 2015\*](#); July 2015

[\*Video Collaboration in the Field: See the Path to Resolution\*](#); July 2015

[\*Field Service Workforce Management: Empower Tech 3.0\*](#); May 2015

[\*Social Field Service: Collaboration on the Fly\*](#); March 2015

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#### About Aberdeen Group

Since 1988, Aberdeen Group has published research that helps businesses worldwide improve their performance. Our analysts derive fact-based, vendor-agnostic insights from a proprietary analytical framework, which identifies Best-in-Class organizations from primary research conducted with industry practitioners. The resulting research content is used by hundreds of thousands of business professionals to drive smarter decision-making and improve business strategy. Aberdeen Group is headquartered in Waltham, MA.

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