

“Japan’s leading Industrial Printing giant reduces its cost of field service & enhances customer experience through Dynamics 365 Field Service”

Customer Highlights

- World leader in print technology industry, offer solutions for advanced imaging and networking technologies
- Diversified business group with presence in various fields including office equipment, optical systems for industrial use, and diagnostic imaging system
- Sales and operations across 150 countries
- One of the 24 companies that have been named an industry leader and the only Japanese company to be given this prestigious title of Industry Group Leader on the Dow Jones Sustainability World Index

“Customer’s experience with Microsoft Dynamics CRM was so successful that they decided to leverage Field Service to increase communication between the company’s office workers, field agents, and customers”

Executive Summary

Customer was facing challenges in managing increasing call volumes and providing timely resolution to customer’s issues. Customers and office workers wanted better visibility into where the field service engineers were at any given time, and field service engineers wanted better visibility into their daily jobs and timeline. Customer decided to automate the complete process by implementing Microsoft Dynamics 365 for Field Service.

The Challenges

- Difficulty managing increasing call volume and providing timely resolution, impacting SLAs
- Lot of manual intervention of service coordinators required in following up/collaborating with field service engineers to optimally deploy them on the issues raised by customers thereby increasing cost of service
- Difficulty in monitoring & tracking field service engineers
- Lack of mobility was hampering productivity of field service engineers
- Lack of 24X7 access to any self-service channel to customers was deteriorating customer experience
- Unable to get timely feedback of the customer over multiple touchpoints and take any corrective actions
- No data available on service engineer's performance

Enhanced
Customer
Experience

Streamlined
Operations

Reduced
Cost of Service

Anytime
Anywhere
Access

The Solution

- Implemented Dynamics 365 Field Service fully integrated with the backend SAP ERP system & telephony system used at the Contact Centre
- Auto allocation of preventive & corrective maintenance activities of the equipment to service engineers
- Solution was mobile enabled with geotagging and process automation for field service agents to carry out their work on the move
- 24 X 7 access to customers on self-service portal & mobile application for them to log & track all their issues
- Integration with telephony system for faster identification of the customer, associated equipment(s)
- Well defined escalation & SLA management matrix
- Automatic trigger based e-mails & SMS notifications to customers, service coordinators and service engineers

The Benefits

- Improved visibility & better monitoring of the field service engineers through geo tracking enabled mobile application
- Enhanced productivity of field service engineers with complete access to issue details on the mobile
- Increased visibility to customers through self-service channels – portal & mobile application thereby enhancing their experience
- Integration with the telephony system enabled agents to handle larger call volume
- Reduced cost of service due to deflection of customer issues to self-service channels & process automation
- Actionable intelligence through dashboards and reports for better decision making

"Dynamics 365 has more than lived up to our expectations and we are thrilled with the progress we've made. We've received excellent support from Alletec through their account management, technical help and consultancy, the advice and direction we've received from Alletec continues to help us gain more value from Dynamics 365 CRM"

Head - Strategic Planning and IT



BUSINESS APPLICATIONS FOR DIGITAL TRANSFORMATION

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