



CUSTOMER SUCCESS STORY:

STREAMLINING FIELD SERVICE OPERATIONS FOR BETTER CUSTOMER CARE

THE CHALLENGE

With growth comes numerous challenges and opportunities, particularly in the ever-changing cable industry where acquisitions lead to more customers who now turn to their new operator for care.

For one provider of voice, video and data services, multiple acquisitions resulted in geographically distinct field technician dispatch operations with independent processes. This made the process of managing the front line of customer service in the field—namely technicians and dispatchers—both inefficient and costly.

The operator managed more than 600 service technicians and contractors within seven different disparate dispatch centers across nine provinces and six time zones. Management of service orders, scheduling and field resources was performed individually by each dispatch center, with limited ability for the company as a whole to see how its field service operations performed against key customer service metrics.

In addition, the operator's processes were primarily manual and paper-based, with information being faxed to central processing location for completion. Compounding the problem was that field support was

handled by numerous groups within the enterprise, with the company's customer care representatives handling more than 15,000 requests per month for new service activation, additional service requests, inquiries, escalations, audits, clarification on orders and follow-up calls regarding installed equipment.

All of these factors led to a need for a more centralized approach to managing field service operations as well as a need for new tools that would make it easier for technicians and dispatchers to do their jobs. With this centralized approach, the operator wanted to realize lower costs, improve productivity and the ability to deliver a better customer experience. Working with its trusted partner, CSG, the operator wanted to design and deploy a full field service management platform integrated with GPS capabilities to help deliver on its goals.



THE SOLUTION

As its longstanding provider of its customer care and billing platform and numerous other integrated applications, CSG worked closely with the operator to assess its business challenges and outline a strategy for improving its field service operations.

CSG initiated a Proof of Concept (POC) of its industry-leading Workforce Express suite, a platform that manages the entire field service operations process for most of North America's largest cable operators. The success of that POC led to an enterprise-wide deployment of the application.

CSG Workforce Express ensures that operators dispatch the right person to serve the customer need, reduce missed or late appointments, and other missteps that might tarnish the customer experience. CSG's fully integrated application suite manages all field-force management activities, from the call center through dispatch to "out on the road."

CSG Workforce Express also offers an integrated GPS solution that captures and records technician location in real-time, populates tech locations on dispatch and field supervisor maps, and leverages that data in location-based reporting.

This solution provides dispatchers crucial management tools about field operations and allows service technicians to provide optimal service to customers. The solution—pre-integrated with CSG Workforce Express—offered the operator the ability to:

- View and analyze activities including location, stops/starts, and work order information for the workforce fleet in real-time.
- Generate detailed information about fleet activities in real-time.
- Verify and analyze routes to improve driver efficiency.

Today, critical information and real-time updates are pushed from CSG Workforce Express to a technician's mobile devices, enabling technicians to better respond to customer needs and changing schedules on-the-fly.

CSG also worked with the operator to establish a centralized approach to support all field service-related processes and employees, leveraging the Workforce Express platform. Through this center, dispatchers now have a centralized view of what's happening in the field in real-time, making it easier to make more informed decisions that result in more efficient and effective work order completion.

In addition, CSG provided its expertise, support and training in the field, ensuring that technicians understood how to perform key functions within the tools.

**WORKING CLOSELY WITH THE CUSTOMER, CSG
DEPLOYED THE WORKFORCE EXPRESS SOLUTION
ACROSS THE ENTERPRISE WITHIN 90 DAYS.**



THE RESULTS

Through its deployment of CSG's Workforce Express and integrating GPS functionality with the solution, the operator realized numerous business benefits, including:

- Creation of a National Operations Support Center to streamline all field service requests and jobs. This center enables the operator to manage all work orders, technician schedules and requests from a single location. With this center, the operator can plan more efficiently to support staffing requirements and now centrally manages more than 15,000 requests per month. The Center also facilitates improved mobile and real-time communications with the field, improved execution of work, and more efficiently manages the increased volume of requests using the Workforce Express task and messaging system.
- Reduced costs. Deployment of TechNet, CSG's mobile application for field service technicians, eliminated the need for paper work orders altogether. In addition, the use of GPS functionality integrated with CSG's Workforce Express enabled the operator to more efficiently route and manage its technicians in the field.
- Common, Standardized Processes. With its new platform and centralized approach to managing its field service operations also came a set of standardized processes for all dispatchers and technicians to use, regardless of location. This standardized approach has created more efficiency and enhanced the ability to manage service operations by ensuring all technicians and dispatchers are following the same processes companywide.
- Shorter Appointment Windows and Same Day Repairs. Because it has a more efficient field service management platform, the operator can now offer shorter appointment windows and same day repairs to customers, which it could not previously offer due to system constraints.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).