

Leaving the field clear for excellence

How we helped a utility service provider
enhance their field service management
with Salesforce

Case study



Overview

A field day for customer care

Our client is a leading water and energy services provider in the UK, focusing on the provision, replacement, repair, and maintenance of network infrastructure for its customers. With a vast operational footprint, the company undertakes an average of 1 million excavations per year across the UK.

We helped the client streamline field servicing, improve customer experience, and resolve customer queries 30% faster.



Challenges

The mines in the field

Some of the challenges our client was facing were common in the field servicing industry and included:

- Low technology adoption due to system complexities and incomplete processes
- Manual processes leading to inaccuracies in data, poor data quality, and poor planning

Meanwhile, other challenges were due to the sheer scale of operations and included:

- Disjointed customer view due to disparate systems
- Lack of end-to-end visibility

The challenges resulted in inefficient use of resources, wasted opportunities, and poor customer service.



Our Solution

A force to reckon with

Although the problems were many, the solution was in the implementation of Force.com and Field Service Lightning. The combination of these with other augmentations and integrations like Flex created a work management system that:

- Helped keep track of activities
- Created reports and dashboards
- Gave visibility on resource utilization and performance
- Automated scheduling and work order-related tasks

We added a layer of email and Chatter functionalities to some systems to facilitate better coordination between the back-end teams, sales and service agents, and customers. This helped teams work together more closely and serve customers better.





We also made the systems mobile-enabled and integrated 18 different data sources into a 360-degree customer view for increased flexibility and better decision-making.






The Impact

On-field efforts for greater payoffs

Our implementation resulted in a direct impact on business metrics that included:

-  Around 30% faster customer query resolution
-  Nearly 50% faster data entry
-  Improvement in customer experience reflected in improved CSAT scores
-  Three times faster report generation

Other important outcomes of this implementation include:

-  Increased adoption of CRM, ensuring optimal utilization of the investment
-  Improved accuracy and consistency of data, making systems more reliable
-  A more streamlined workflow with end-to-end visibility, leading to better planning



zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: velocity@zensar.com | www.zensar.com