

ROADMAP: CUSTOMER SERVICE SUCCESS

For Field Services Organizations during Covid-19 Pandemic

Prior to the pandemic, meeting customer expectations was the most important operational initiative for field service teams; this was followed by maintaining consistent day-to-day operations.

By the end of April 2020, one-third of the world population was under some form of a coronavirus lockdown. The ability to continue providing essential services during the Covid-19 global pandemic is proving to be a challenge for field service organizations.

CGS polled field service leaders in July 2020 to understand the effects of the pandemic and how they're pivoting to address customer service challenges expected for the remainder of 2020 and beyond.

Pandemic 2020

Nearly 50% of field service leaders report that their 2020 plans have been dramatically altered.



37% felt some initial impacts, but now believe operations are stabilizing



Increased Customer Service Inquiries



37%

Saw service request volumes increase

45%

Reported a spike in client comms.

While Worker Availability Decreased

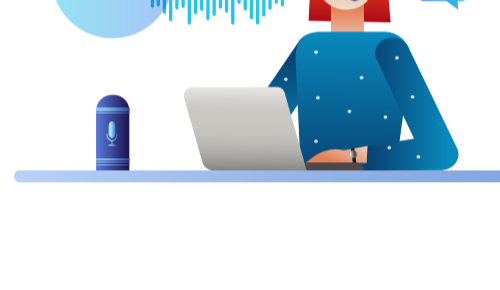
41%

Experienced a decrease in worker availability



Conditions Affecting Customer Satisfaction Levels

Service Response Times



35% Temporarily experienced longer service response times

29% Expect longer response times to last for the short- to medium-term

20% Feel it will become the new normal

First-Time Fix Rates



31% Saw a drop in rate; expect that to continue short -to medium-term

18% Saw first-time fix rates decrease, but have since returned to normal

17% Think this drop in first-time fix rates will be the new normal

Service Call Stoppages



27% Stopped all field services during the Covid pandemic, but have since resumed services.

24% Expect stoppages to continue for the short- to medium-term

15% Feel change may be permanent

What's the Damage?

A Hit to Business KPIs

Companies are giving up on meeting KPIs. This goal dropped in priority, decreasing **35%** from pre- pandemic priorities.



Lower CSAT Ratings

29% Believe lower CSAT ratings may be permanent

30% Expect lower CSAT ratings short- to medium-term

16% Temporarily saw lower CSAT ratings

The Path Forward: TOP 3 PRIORITIES

61% THE HEALTH & SAFETY of CUSTOMERS & EMPLOYEES especially field service agents

53% MAINTAINING CONSISTENT DAY-TO-DAY OPERATIONS

52% while still MEETING CUSTOMER EXPECTATIONS

New services, processes & technologies are needed to optimize operations.



4 in 10 respondent are considering investments in remote delivery and remote connection capabilities



While many field service organizations may be deemed essential, it's clearly important to protect their most valuable assets – their technicians. This is creating a need for new remote service offerings and a much faster digital transformation. With new techniques and tools to provide more remote guidance and support, companies are already adapting to this new normal and preparing to meet future customer demands.

CGS Teamwork AR™, an augmented reality (AR) platform, paired with contact center agent assist supports customers and field services teams with improved first-time fix rates, reduced field service costs and minimized costly downtime. Through visually interactive, immersive technologies, field service technicians and consumers can directly access the expertise they need with remote, live guidance and support from highly trained technical support representatives to power up new systems, address outages or damaged equipment, replace parts and other service fixes.

Learn more about our solutions for Field Service Teams at cgsinc.com.