

## Five Steps Service Managers Can Take to Improve Workforce Efficiency Throughout Their Operation.

Service matters in business, but its particularly true for a small business. On average SMBs derive 21.5% of their overall corporate profit from their service operations.

Best-in-class service organization achieved:

81% current first-time fix rate

28% current service profitability (as a percentage of their service revenue)

17% improvement in workforce productivity over the last year

Source – “Service Management for SMBs” Aberdeen 2009

So how can you improve your services? Keep it simple, use five (5) basic steps.

1. **Track Metrics** – Develop the infrastructure for tracking and reporting on financial, operational productivity and customer satisfaction. Accurate data in these areas is vital to the success of achieving improved service performance. Once you have these in place you can set goals and work towards achievable milestones demonstrating team progress, and increasing your teams buy in.
2. **Conserve Resource** – Change your business processes so they align with the customer’s needs. If they don’t need you can’t afford to keep it. Eliminate the costs and services not aligned with your clients needs.

Organizations which provided mobile devices to their field workers for improved data, noted reductions in cost:

- Overtime costs dropped by 13%
- Inventory carrying costs dropped by 19%
- Call center support costs dropped by 17%
- Total Service Costs dropped by 16%
- Service profitability increased by 17%

3. **Extend Services** – Adapt your services to the values, and needs of your customers. Now may be the time to develop a tier level of service. 59% of Best-in-Class service organizations offer some form of tiered service. Don’t forget tiered service can mean opportunities for increased business with an existing client. Customers purchasing high-value assets expect one-stop service. As you align your services your value will rise.
4. **Streamline service** – An effective service management solution with advanced functionality will improve the follow up communication with your client allow for resolution of issues, and return mot business activity over the life of the account.

5. **Survey customers** – Document customer needs, feedback, and expectations. Your field workers observations may lead to new solutions, repositioning of services, or new opportunities for partnering. Don't overlook the opportunity for your clients to direct you to improved alignment and a more profitable business.

Most organizations will attempt to achieve these steps through the use of multiples of spreadsheets, and forms. A dynamic I.T. infrastructure designed to support your mobile services team, and workforce will allow you the time and tools to analyze the data, and set the direction to lead your organization.

Workforce management is about information, infrastructure, data capture, and intelligent leadership of your workforce.