German Multinational adopts Quest FSM

A large German Multinational with more than 150 authorized dealers across the globe is a one stop supplier of leading technologies for the entire road construction industry. Recently it was acquired by a leading US construction major and post-merger integration of systems and process were in full swing. German operations completely ran on SAP, but in emerging markets the company was keen on exploring affordable and quality solutions especially to manage field service operations for emerging markets including India.

In India, Client had its own service network spanning across India with more than 15 branches and 150+ technicians. Information availability and its comprehensiveness with respect to field staff, current positions, service status, service TAT was a challenge. Client organization wanted a light weight cloud based best-fit solution that can use the power of mobiles for last mile data access and seamless web based systems for dealer and corporate functions. Quest team showcased their cloud based FSM which received very high appreciation for best-fit feature and minimum customization.

Client organization approved roll out of FSM with mobile app interfaces for service teams. As FSM is a mature product and successfully deployed at many locations, Quest opted for a big bang roll out across all its 15 branches and 150 + technicians.

Quest proposed FSM with mobile apps as an integrative solution with following features:

- Web based system to track field force.
- Platform independent mobile app (to run on Android and iOS).
- KPI links to drive greater control and assured service excellence.
- Seamless, detailed service and retail information with immediacy.

Quest team did an audit of couple of branches and spoke to technicians to understand customizations that may be needed. Audit revealed very high application integrity with FSM. To successfully manage roll out across the regions, a centralized service desk was set up to coordinate implementation. Service desk also played a vital support role as data station for technicians on move and customer who could not access them. Quest analysis showed high ROI on outsourcing service desk activity and the client opted for service desk team that will act as a single point of contact for all issues/communications.

Service desk, amongst many other tasks, addressed following:

Taking unbiased feedback from customers and ensuring issues are resolved

Keeping eye on KPI and escalations

Keeping master data up to date

Acting as a bridge between multiple entities

Helping field team to update information's on behalf of them

Helping them to generating analytical reports

During transition, as the incumbent user base was high, application training was done batch wise. Each technician was installed with mobile app which was very easy for them to update/view details which had all features of web system. For managers tracking status and monitoring KPI was made very easy which was available on click of a button.

After seeing the grand success of the FSM, client organization asked Quest for a Customer app where self-service could be enabled. With customer app they could register complaints on their own and track status of open calls. With just click of a button they not only could register a complaint, but also receive acknowledgement which made customer engagement process simple and effective. Customer app removed all hurdles of registering complaint. Customer app was made available in Google play store from where they can download directly. Uploading to the store made release management auto updated.

FSM roll out for German MNC operations in India not only improved the quality of service, but helped them compete better on service excellence and delivery. Client achieved many benefits including:

*   Easy gathering of retail information.
*   Timely update of HMR details.
*   SMS and Email alerts for stake holders.
*   Access to Complete service history of each machine with just a click of a button.
*   Complete Visibility of field technicians activities, their utilization.
*   Clearly orchestrated escalations for each stage with definite KPI aligned for outcome.
*   Comprehensive customer engagement, know what is the experience across regions, segment.
*   Objective customer complaints to response managed based on data, no more subjectivity.
*   Ease of job card entry and management by technicians.
*   Decision enabling insights and reports for senior management.
*   Automated early warning systems for Parts departments.
*   Visibility for customers on their call status.