



Keeping Promises

How Dynamic Resource Scheduling & Mobile Working Can Help
You Keep Your Promise To Improve Customer Satisfaction

Customer Satisfaction Starts With Keeping Promises

Driving efficiencies in your organisations and ensuring the highest level of customer satisfaction do not have to be mutually exclusive. They can actually go hand in hand to deliver the best possible service efficiently and effectively.

Efficiency comes from doing the right things, at the right time with the most appropriate resources. For the customer, what they want is exactly the same, for you to keep your promises, to perform and complete the task required when you say you will.

Kirona are leaders in enabling the retail sector to deliver a highly responsive and effective service to customers while ensuring the greatest value for money. We do this through our seamlessly integrated solutions Dynamic Resource Scheduling (DRS) and Job Manager (JM) that manages the complete work cycle from appointment to job completion.

This eBook outlines five ways in which these solutions can help organisations to deliver the best possible service and to deliver on their promises to customers.



By 2020 customer experience will overtake price and product as the top brand differentiator.

Source: Customers 2020 Report



1. Setting Expectations

Keeping your promises to customers start with initially setting the right expectations. If you are able to agree with the customer a precise and mutually acceptable time for an appointment, you have the best possible chance of keeping that promise.

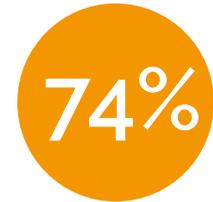
Appointing At First Point of Contact

Customers expect and demand immediate service and satisfaction. In a recent survey, 69% of responders put 'first-call resolution' as the most important factor in customer service. They don't want to have to wait and they don't want to have to repeat their information.

When a customer calls to make an appointment, Dynamic Resource Scheduling (DRS) can enable that appointment to be made then and there, at the first point of contact. As a centralised solution, DRS ensures that the right skills, resources and time is reserved for each appointment and provides the flexibility for these appointments to be made from within your contact centre or from mobile devices in the field.

Optimising Appointments

It is a careful balance to ensure that customer preferences for appointments are taken into account while also optimising resource utilisation and minimising travel time of operatives. This is where Dynamic Resource Scheduling (DRS) provides a unique advantage. When presenting available appointment slots to be offered to customers, DRS highlights the most efficient slots in terms of resource utilisation and travel time. What is more, these are intuitively colour coded to allow the customer representative to offer the most efficient slots first..



of customers switch service providers due to poor customer service.

Source: Accenture



In a recent survey, 69% of responders put 'first-call resolution' as the most important factor in customer service.

Source: Contact Babel



2. Communicating With Your Customer

One of the primary reasons for appointments being missed is no access to the property, often caused by the customer not being at home. Whereas this is no fault of the organisation, it will most certainly cause delays and mean you fall short of your promise to the customer.

Keeping Customers Informed

With Dynamic Resource Scheduling (DRS) it is easy to keep customers informed. Each appointment can be confirmed by email or SMS, with reminders being sent at time intervals such as 24 or 48 hours before the job is due. When an operative updates the job on their mobile device to say that they are en-route to the property, an SMS can be sent to remind the customer.

When Exceptions Happen

There will always be exceptions that occur. Whether it is an unavoidable overrun of a previous job or delays caused by traffic, it is essential that the customer is kept informed. Through the seamless and real-time integration of DRS and Job Manager (JM), such delays can be proactively managed with a communication sent to the customer informing them that their operative has been delayed and resetting expectations of when they will arrive. Not only does this approach reduce the negative impact on customers, it can also reduce calls from customers to your contact centre chasing progress.



“Our customers can now book appointments by the hour and receive text confirmation of appointments plus a reminder the day before. This is a huge benefit to both our customers and our home consultants as time is freed up and we can operate much more efficiently.”

“The level of aborted home visits through forgetfulness has been dramatically reduced”

Steven Johnson, Head of Central Operations, Carpetright

carpetright.



3. Dealing With The Emerging Day

No two days can be the same and it is common for events in the day to require changes to the schedule. The challenge is to cater for overrunning work or new work items while keeping customer promises and also ensuring that you continue to operate in the most optimum way.

Keeping Connected To Field-Based Operatives

The sooner you know that a job is overrunning, the easier it is for you to cater for this. The same is true for delays in travel or unexpected availability through no-access. By utilising Kirona's Job Manager as your mobile working solution integrated into Dynamic Resource Scheduling, you gain full visibility of the work being performed in the field. You can see in real-time potential delays and the impact that this will have on your intra-day schedule.

Dynamic Intra-Day Scheduling

Dynamic Resource Scheduling (DRS) enables you to take the emerging day in your stride, ensuring that you are always working to the most optimum plan. Rather than having to hold back emergency slots in your schedule or allocating emergency work on a first availability basis, DRS enables you to take a more efficient approach. As changes in the day occur, DRS re-evaluates the day's plan, adjusting work allocation to take into account the emerging work or availability to ensure you maintain the most optimum work schedule across all available operatives.



At Carpetright, 320 home consultants are now using Kirona software on a daily basis, decreasing customer wait time and increasing customer satisfaction.



4. Completion First Time

Not all tasks run to plan. An initial job can turn into something more complex, or it may simply take longer than expected. The efficient way to deal with this is to provide the operative with the time they need to complete the task. This avoids an additional appointment being required and ensures that your original promise to the customer is kept.

Aligning Resources

Step one to increasing the rate of first time fix is ensuring that for each job you have the right operative, resources and time allocated. Key to this is an effective triage process that ensures you can define the key parameters used for scheduling work. Dynamic Resource Scheduling (DRS) enables you to define different categories of skills and qualification of each operative and to align this to job requirements ensuring you always send the right operative.

Sanctioning Work Variations

When complications or work variations arise, the seamless integration of Job Manager (JM) and Dynamic Resource Scheduling (DRS), enables for this to be immediately notified to planners. With full visibility across all operatives of the day's work and its progression, they are able to quickly sanction job variations and realign work items to ensure other customer commitments are met.



20,000 additional estimates carried out



0% increase in travel costs



Whilst the estimated sales increased by 30%

Source: Carpetright

Why Focus On Customer Satisfaction?

By 2020, customer experience will overtake price and product as the key brand differentiator

Source: Frost & Sullivan

The Digital Revolution is changing the way customers want to communicate with organisations. Customers have adopted an omni-channel approach, moving between in-store, online and the telephone, depending on which channel best meets their needs at any particular point of their buying cycle. Customers expect to engage with companies seamlessly across each of these channels.

As customer service becomes the key differentiator in every sector, to be successful, every company needs to continuously innovate new and better ways to service customers. Adopting the technologies outlined in this eBook will help you to deliver a more connected digital experience.

For example, your office team will be able to schedule appointments at the first point of contact without needing to consult the field team. Your field teams will have access to the same information as the office team, meaning that they can respond to customer enquiries without having to direct them back to the contact centre.

About Kirona

Founded in 2003, Kirona has grown to be recognised as the leader in delivering Field Service Automation. We combine innovative software development with an exceptional service organisation to ensure that our technology delivers significant value to every one of our customers.

Our success comes from extensive experience sector and our focus on tailoring our approach to guarantee our customers achieve their business goals.

Over 30,000 field-based operates rely on a Kirona based solution and we are helping organisations to increase the number of jobs they complete each day, reduce overheads such as mileage and administration, and provide better customer service.

We help our customers to improve the way they plan and dynamically schedule work with DRS, we maximise efficiency in the field through our Job Manager mobile working solution and we provide managers with valuable insight and KPI tracking on their operation through InfoSuite.



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Get in touch to find out more about how Kirona can help you achieve your goals and improve you customer satisfaction.

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