Growing Services Revenues Out of the Gate

Challenges...

- Strict customer requirements limited ability to secure new business and grow service revenues

- Limited visibility on contracts and pricing caused revenue leakage

- Paper based systems kept service managers and administrative staff in the dark on work order status and slowed the billing cycle

Applying technology led to...

- A clever implementation of ServiceMax Customer Portals to deliver proof of service level agreements through pictures of damaged and repaired installations

- Real-time dispatch and status of service delivered by service team and subcontractors with ServiceMax for iPad

- Regular reporting on customer service histories to inform process of continuous improvement in product and design, made easy by ServiceMax Reports & Dashboards

The road to success is delivering...

- A 20% decrease in revenue leakage

- A 30% increase in revenue

Customer Quick Facts

INDUSTRY: Residential & Commercial Security Services
SIZE: 20+ employees
HEADQUARTERS: Hurst, Berkshire UK
WEBSITE: www.jamesautomation.co.uk

Solutions

- ServiceMax Featuring: Installed Base Management, Entitlement & Warranty Management, Work Order Management and Advanced Scheduling

- ServiceMax Mobile for iPad

- ServiceMax Customer Portal

- MaxCare Premier Support

Taking the clipboard to the end of the road

James Automation has made commercial and residential customers safer with in-house design and installation of custom gates, barriers and turnstile since 2000. Customer safety takes center stage for James Automation. They are relentless when it comes to ensuring customer requirements are exceeded with the strictest safety standards. Customers know that when James' service team completes routine maintenance or finishes an installation their most important needs are met with high quality work and bespoke design.

James Automation has the same high standards for their service delivery processes. The golden rule is to put customers first. A rule sometimes followed to the detriment of the company's interests. Traditionally, their service team worked with clipboards, pen and paper; going about their day-to-day routine disconnected from the main office. Technicians couldn't access standard price lists, be notified of pending jobs, or access customer contract data. When sent out, completely detached from service manager direction, technicians were thrust into customer compliance. Standard prices became unmanageable, paperwork was late, and time management was an afterthought -- all signs of opportunities lost.

Mapping the full picture

As technicians and subcontractors were dispatched so were the company's hard earned profits. In order to stop the revenue leakage and win new business, James had to prove to customers that they were living up to their own high standards by submitting proof of damage and repair, creating audit trails, and responding to inquiries in real-time. James Automation implemented ServiceMax and quickly established these service delivery processes.

James Automation improved billing cycle times and closed the gap on service quotes by arming each technician with ServiceMax Mobile for iPad. The iPad application allowed them to look up standard prices and entitlement information. Technicians no longer had to guess at which prices were appropriate or what services were available free of charge. Without paper, there was nothing to lose and automated debrief put all chargeable work orders in front of accounting at the right time.

Unique features of the iPad also allowed them to be creative with customer inquiries. Using the camera on the iPad, technicians could take pictures of damage and repair. They cleverly combined these pictures with their customer account information in ServiceMax. The ServiceMax Customer Portal established an audit trail for customers to reference anywhere at anytime; providing detailed confirmation of quality work, which James was able to collect on.

Designing for the road ahead

By implementing ServiceMax, James Automation stopped their revenue from walking out the door, decreasing leakage by 20%. They saw the opportunity to stay competitive and win new larger clients. They recognized that in order to grow their business they needed better service delivery information, more often and in real-time.

James' management has long understood the impact of aggregate service data on the process of innovation. They have the ability to mine trends in customer service histories quickly with ServiceMax reporting features. They now regularly harvest this data to create information about past damage or vandalism, which is used to re-engineer products and improve designs. This system of improvement not only keeps innovation at the forefront of service delivery it also demonstrates their commitment to exceed customers' safety requirements through continuous improvement.

With such dedication, James Automation won new business from high profile housing associations and added fifty new customer sites. The company brought in great marketing references and increased revenues by 30%. With ServiceMax, James Automation now has plentiful new customers, the ability to easily scale service operations and regularly improve upon safety feature design -- all signs that their service business future is well secured.

"We are now able to create swift audit trails, access and report on account data, not only to improve service at the customer site, but to help us identify trends and diagnose problems with products. We use ServiceMax to help us approach customer satisfaction from all directions, through exceptional service delivery and constant improvement in product design."

— Rohan Bloice, Business Development, James Automation

About Predix ServiceMax

ServiceMax, from GE Digital, leads the global industry of field service management software—an estimated $25 billion market worldwide. The company creates solutions for the 20 million people globally who install, maintain, and repair machines across dozens of industries as the leading provider of complete end-to-end mobile and cloud-based technology for the sector.

About GE Digital

GE Digital is the leading software company for the Industrial Internet, reimagining industry's infrastructure by connecting software, apps and analytics to industrial businesses to drive a Predix-powered world. GE Digital creates software to design, build, operate and manage the entire asset lifecycle—enabling industrial businesses to operate faster, smarter and more efficiently. For more information, visit www.ge.com/digital.