serviceMAX
RETHINK FIELD SERVICE

Aberdeen Group
A Harte-Hanks Company

The Rising Financial Importance of Service

For the Best-in-Class, service is a profit center and a competitive differentiator. As a result, these organizations are yielding soaring financial results.

BEST-IN-CLASS		LAGGARDS	
Profitability			
40%	Service Margins, from efficient operations, lower cost of service, and increased revenues.	14%	Service Margins as a result of low efficiency, revenue leakage and high service operational costs.
Revenue Performance			
12%	Y/Y increase in service revenue. Committed customers continue to spend on products and services.	7%	Y/Y decrease in service revenues. Consistent turnover in customers leads to significant revenue leakage.
Customer Loyalty			
77	High NPS revealing a high proportion of brand and service advocates; committed customers can serve as brand advocates.	32	Low loyalty and advocacy scores from existing customers; unhappy customers can serve to destroy your brand.
Customer Retention			
90%	Satisfied customers are committed customers.	51%	Dissatisfied customers seek service elsewhere.

48% Customer Satisfaction

90% Customer Satisfaction

Best-in-Class Field Service Works

92% On-time Arrival

89% First-time Fix

Laggard Field Service Organization

56% First-time Fix

56% On-time Arrival

Winning with Best-In-Class Service

- Best-in-Class organizations are 36% more likely than Laggards to run service as a profit center
- 68% of organizations indicate that service margins are either greater than or the same as product margins
- Only 15% of organizations claim that the cost of service and retention is greater than the cost of new customer acquisition. 60% state the opposite
- Customers from 2011 retained across 2012 accounted for nearly 80% of total revenue due to investment in existing as well as new products and services