



Why Smart Marketers Care About Field Service

You've worked hard to build your brand recognition and equity to generate new opportunities. But here's an ugly reality: **nothing will undo all your hard work faster than bad service.** In fact, Bain & Co. reports that customers are 4 times as likely to jump ship to a competitor if they have a problem with service, versus a problem with the product or the price.

Savvy marketers know that happy customers are key to building brand recognition and word-of-mouth, and that good customer stories work wonders to pique the interest of a potential lead. Hence, the Net Promoter Score has emerged as a key metric for the CMO. If tracking and increasing your Net Promoter Score (NPS) is on your priority list, good coordination with your service team is a requirement. After all, who else within the organization is most likely to impact the customer's happiness?

TOP 3 REASONS to Care About Field Service



Measuring your Net Promoter Score (NPS) is based on a direct question: How likely are you to recommend our company/product/service to your friends and colleagues? The scoring for this answer is most often based on a 0 to 10 scale. NPS can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter).

Field Service is the last bastion of face-to-face customer relationships. Very literally, your field service techs/engineers keep customers up and running, and your company growing and thriving. They often have more face time with your customer than the sales and the customer service guy combined (especially if regular preventive maintenance is part of their responsibilities). And here's the kicker – he or she is a hero to your customer. Who else hops in a van (or on a plane) and shows up at their door to solve their problems? It's an amazing opportunity to delight your customer.

Let's say you bought a new dishwasher (or copy machine or a \$3 gazillion dollar hadron collider) and the thing broke. Now the true colors come out, is this experience going to be one frustration after another? Or is the company going to wow me with flawless service that exceeds my expectations? Good or bad, I'm very likely to be vocal about it – on Facebook, on Yelp, in the dentist's chair and to anyone who will listen.



Field Service techs are the face of your brand – they will either bolster your brand efforts or destroy it



Social technologies have changed the game – both negative and positive brand interactions can quickly go viral



Happy customers are your best spokespeople (think of all the case studies and testimonials you can generate)



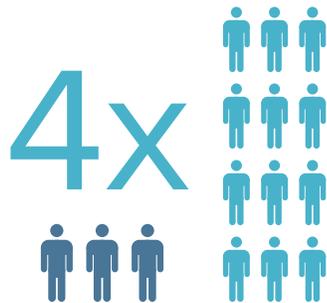


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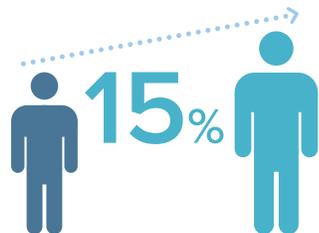
In today's social world, the sad fact is that marketers can no longer really control brand image. CUSTOMERS control your brand image. Treat them well, especially when you send someone out face-to-face to solve a problem. Delivering flawless field service that results in raving fans can make your field service organization the marketing department's best ally. If field service is currently less-than-flawless in your organization, you need ServiceMax.



Companies with Best in Class service operations average a Net Promoter Score of 77, versus a score of 32 amongst laggard organizations. (Aberdeen Research)



A customer is 4 times more likely to buy from a competitor if the problem is service related vs. price or product related. (Bain & Co.)



Based on our latest customer survey (conducted in January 2014), ServiceMax customers increased their customer satisfaction/NPS scores an average of 15%

When was the last time you saw a company touting the software their employees use on their OWN website as a marketing tool? Well, Samsa Mechanical Service does. Their use of ServiceMax is a testimony to how they put customers first, or as they state a "dedication to the continuous improvement of customer experience". We love to see Samsa generating all those happy customers. And happy customers are talkative customers.



WHO IS SERVICEMAX?

Imagine flawless field service. Homes, offices, hospitals – there are machines and systems to be maintained and serviced just about everywhere. How does that service technician know where to go, what to do and how to satisfy his/her customer quickly and efficiently? ServiceMax delivers the first and only complete and mobile suite of field service software available in the cloud. By optimizing scheduling, managing work orders, tracking parts and more, ServiceMax helps organizations delight their customers, grow their service revenues and perfect how they deliver service to their customers.

