



Field Service, Sales and Marketing

A match made in “the cloud”

Build your team of moneymakers with ServiceMax — 100% Native on Salesforce¹

As any good field technician will tell you – it’s all about productivity. But, as a field service manager you know that when you provide up-to-date part inventories, schedule efficiently or enable techs with immediate service reporting, you actually empower them to delight your customers. Let’s face it; your operational excellence is the pillar that supports your customers’ satisfaction and future sales. So how do you take all of that great productivity producing activity and use it to delight customers and drive revenue? Here are a couple of hints.



Make sales, marketing and field service a partnership.

As a first step in driving the relationship between operations and sales growth, make sure your service organization knows what products and services your sales team has sold. This should include all of the product or service options that were discussed during the sales process and what was finally delivered to the customer. After the sale, your service team should be trained to give sales and marketing a heads up if clients are unhappy, when customers inquire about new equipment or if competitors threaten an account. When sales, marketing and service share information customer issues don’t fall through the cracks and customers will notice the consistent care they receive no matter who shows up at their doorstep.

CREATE TOP PERFORMERS WITH SALESFORCE.COM



Unlike the ERP system that supports your backend service operations, Salesforce.com helps you grow revenues faster:

- Increase sales team productivity
- Close more business
- Keep one shared view of customers
- Manage sales pipeline in real-time



Sales, Marketing & Service – Your Revenue Powerhouse



DELIVER FLAWLESS FIELD SERVICE WITH SERVICEMAX

ServiceMax does more than just schedule and manage work orders — it helps you perfect field service delivery:

- Send the right tech on time, every time
- Manage parts, returns & repairs
- Collaborate across the service team
- Empower technicians with mobile access

Put sales, marketing and field service data together.

The next step is to make these important activities happen consistently and with ease. You don't want your techs reporting completed job details in one system, just to return with a handwritten note for your sales team about the extended warranty the customer asked for. It's just not efficient. Your service techs hold a lot of valuable customer information about new sales opportunities and competitors, so you want to give them a way to record customer feedback and ideas, on the spot. When your sales team can act immediately to make an additional sale or your marketing teams can improve what and how to sell, you have a good start on building your revenue powerhouse.

You are not the only one.

41% of leading service organizations make their “captured service information available across the enterprise.”*

ServiceMax, built 100% native on the Salesforce1 cloud-based platform, can help introduce or reunite your sales, marketing and service teams to drive more revenue. ServiceMax utilizes all of the proven features of Salesforce.com to secure your data, report on it, efficiently manage it for mobile access, and if you need to, share it with your customers and partners. It's one login to one system with one customer view -- seamlessly integrated for your team of moneymakers.

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.



* Sumair Dutta, Aly Pinder Jr., "Field Service 2012: The Right Technician," Aberdeen Group, February 2012.