



4 things your Customers want and the solutions that will help you deliver

The fact that customer service is important isn't groundbreaking news. It's the heart of what any field service company provides, and because of that, the stakes are high:¹

- Unhappy customers tell an average of 16 friends.
- For every customer who complains, there are 26 silently angry customers.
- 82% of customers have left a company because of a bad customer service experience.

Scary, isn't it? But there's a brighter side. If you can deliver good customer service, there's a lot to gain...

- Customers who had good past experiences spend 140% more than those with bad ones.
- 86% of customers will pay more for a better customer experience.

- Just a 5% increase in customer retention generates profit increases from 25% to 95%.

Clearly, customers demand good service. Field service management solutions can help you deliver exactly what customers are looking for, as well as provide some pleasant surprises that exceed their expectations.

What is a field service management solution?

The success of field service companies depends on interactions between their mobile workforces and their customers. For companies deploying techs and crews for plumbing, electrical, HVAC or landscaping work, wireless technology solutions—like mobile forms, GPS fleet tracking, mobile point-of-sale (POS) and cloud-based communications—can help field workforces deliver better, faster service. They also allow companies to reduce the amount of time and effort customers need to spend coordinating service, and they make the service technicians' jobs easier.

Hot-button issues and how they're addressed

To understand how it works, let's explore four hot-button issues for your customers, and which field service management solutions address those needs.

1. Customers want on-time service.

In a recent survey, 67% of respondents in the U.S. said that when a tech arrives an hour late, they won't do business with that company again.² That's a heavy price to pay for scheduling inefficiencies.

Fleet management can help you tighten arrival windows, avoid late or missed appointments and respond to new appointments by connecting your fleet vehicles, assets and drivers in the field using real-time GPS tracking.

You can then dispatch service calls with greater efficiency based on proximity to the customer, and optimize routes by reordering stops to maximize efficiency. If a driver is lost or is going to be delayed by traffic, you can reroute them. In the event of a more serious problem, like an engine warning light that's been activated, you'll receive an instant alert, so you can make alternate arrangements to get to the customer if necessary. Fleet management also lets you proactively alert customers with up-to-the-minute ETAs. Precise information like this helps deliver the service experience customers expect.

2. Customers want to complete transactions on site.

In a world where information, products and services are only a few keystrokes away, your customers expect you to be able to answer questions instantly and take payment safely.

Equipping field employees with business Smartphones gives them the opportunity to access solutions that deliver information instantly and take payment securely.

A mobile timekeeping solution lets employees monitor and show hours spent on a job. It lessens their burden of tracking hours accurately, and it allows you to generate records to back up your time-based fees. Tools like mobile forms and mobile POS process secure transactions on the spot, so customers don't have to wait for their invoices to be mailed, or write down sensitive information like credit card numbers. Having the right network to provide seamless connectivity to power these solutions is an important part of the equation.

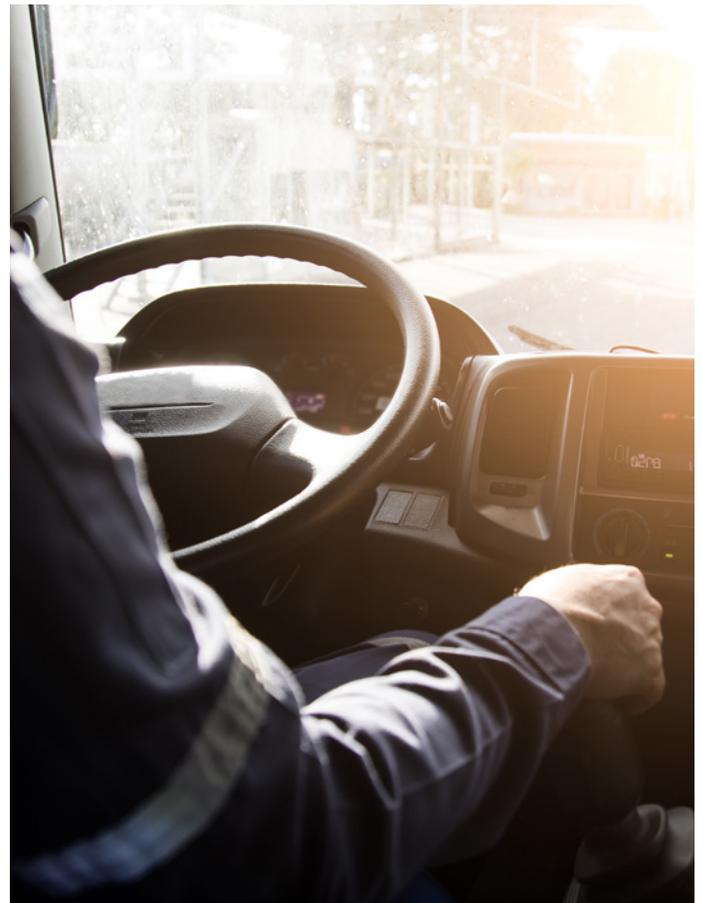
3. Customers want to know they can depend on you.

A startling 70% of callers to your business will hang up if they end up in your voice mail.³ The comfort of speaking to someone who can start the ball rolling is irreplaceable.

Cloud-based communications can keep your team and your customers connected from anywhere, allowing you to receive and route calls even when you're not in the office.

Outbound caller ID will display your work phone number even when calling from a personal phone, so you can get back to customers from anywhere. Business messaging solutions eliminate the need for costly extra equipment by putting the Push-to-Talk capabilities of walkie-talkies right onto your Smartphone, plus delivering essential Geo location services for routine or emergency situations. When customers need to reach you, or you need to reach field service techs with customer information immediately, these solutions provide the flexibility you need to expedite reliable communication.

CLOUD-BASED COMMUNICATIONS IMPROVE CUSTOMER SATISFACTION and loyalty by up to 42%.⁴



4. Customers want to know their information is secure.

70 million of us will lose our wireless phones this year.⁵ Yet your customers need to know their personal data will remain confidential even in a worst-case scenario.

There are many ways you can make security a priority even when your workforce is out in the field. One of the easiest ways is to use a mobile device management (MDM) solution. **MDM provides data encryption to protect customer data** in transit from device to device, and security alerts so you know when something suspicious is happening with one of your business phones. If one of your devices is lost or stolen on the job, MDM lets you remotely lock or wipe private data on that phone before it gets into the wrong hands.

Knowing you take your security seriously will give customers peace of mind when providing personal information.

Making it easy for customers to do business with you

Field service solutions are essential for staying competitive today, and they signal to your customers that you respect their time. Field service management solutions are all designed to help your company keep your promise of outstanding service with on-time arrivals, clear communication, and a higher first-time fix rate that comes from sending the right crew out with the right tools.

U.S. Cellular® understands the value of high-quality customer service and offers a suite of field service management solutions for you to choose from and implement at your own pace. Each one is backed by Business Solutions Experts who provide training and support every step of the way, and a network that keeps you connected where you do business—in urban and rural areas. U.S. Cellular is also building your next-generation 5G network, to provide higher speeds, broader coverage and customized network options.

U.S. Cellular® can help. To ask your local Business Solutions Expert for a free demo, call 1-866-616-5587 or visit uscellular.com/business/fieldservices

We offer field service solutions for all field service businesses, including plumbing, HVAC, electrical and landscaping companies. All of our solutions are backed by the U.S. Cellular network, purposefully built where you do business, in both urban and rural areas.

References

1. Markidan, Len. "21 Customer Support Statistics That You Absolutely Need to Know." Groove, 2017. <https://www.groovehq.com/support/customer-support-statistics>
2. Guinn, Justin. "Improve Service Provider Efficiency With GPS-Enabled Dispatch Software." Software Advice, 2017. <https://www.softwareadvice.com/resources/improve-service-provider-efficiency-with-gps/>
3. Rolette, Gabby. "Answering Machine vs. Answering Service Infographic." SAS, 2019. <https://www.specialtyanswering-service.net/answering-machine-vs-answering-service-infographic/>
4. Bourne, James. "How unified cloud communications can benefit productivity and customer satisfaction." Cloud Tech, 2017. <https://www.cloudcomputing-news.net/news/2017/oct/02/how-unified-cloud-communications-can-benefit-productivity-and-customer-satisfaction/>
5. Olenski, Steve. "Is the Data on Your Business' Digital Devices Safe?" Forbes, 2017. <https://www.forbes.com/sites/steveolenski/2017/12/08/is-the-data-on-your-business-digital-devices-safe/>