FIELD SERVICE NEWS

IMPROVING THE SERVICE TO CASH CYCLE & BOOSTING THE SERVICE P&L THROUGH DIGITALISATION

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IN AN ERA OF ECONOMIC UNCERTANTY THE SERVICE P&L HAS NEVER BEEN MORE CRITICAL

As we move into a post-pandemic world, the need for improving the service to cash cycle is more important than ever before.

Across the globe, many economies are still struggling to recover from the massive outlay of extended lockdowns and loss of productivity. Meanwhile additional societal and geopolitical pressures are driving the costs of operating a field service business to all-time highs.

While this is a threat to almost all businesses, it is a particular concern for smaller and medium organisations that may not have the deep pockets of their enterprise-level peers to mitigate such rising costs.

In such a backdrop, service organisations must be able to reduce the period it takes to go from service delivery to receiving payment.

However, this is something of a double-edged sword. Remember, cash flow is as crucial to our customers as it is to our organisation, so ensuring that every interaction leaves a positive customer experience is critical – service has to be completed quickly and efficiently if we are to have any hope of ensuring a fast service to cash cycle.

Our field service technicians and engineers have to hit every key positive aspect of the service experience.

They must be professional in their appearance, well informed, have access to any required spare parts, and be able to communicate with the customer in a solution-orientated manner.

Even before the engineer's arrival, the customer support channels must prove reliable in their appointment planning, whether automated or manual. ETAs must be accurate, as should any quotes both in relation to the time and costs.

Ultimately, delivering service excellence is a simple yet pivotal part of ensuring that your organisation is paid on time.

To achieve this, we have to make sure that we empower our field service engineers and technicians to deliver their best service at every job.

We have to ensure that our field service workers have all information at hand to complete the positive customer experience and are equipped to produce an invoice at the point of service completion with a correct total price for provided services. This invoice must include as a minimum:

- Contracted rates,
- Discounts,
- Material included in the contract,
- Materials to be charged,
- Correct and complete additional charges in situations related to warranty
- Relevant tax details

Incorrect and incomplete invoices are a sure-fire way to delay payment, as are workflows requiring the field service engineer or technician to notify an additional team member of the job completion. Such approaches are commonplace enough but are relics of an earlier analogue era. In a world of digitalisation and automation, there isn't any need for additional processes to be in place when it comes to delivering an invoice upon completion of work. This should be baked into the field service workers' onsite task list.

Depending on the industry and the customer's service contract, it may even be appropriate to collect payment directly at the end of the service call. Your field service engineer or technician needs to be able to process the payment correctly in front of the customer and produce a receipt of payment, but again the technology is widely available to enable this.

Indeed, why not take one step further? If your field service worker has delighted the customer, this is the perfect opportunity for cross-selling or upselling future services – breaking the cycle of payment at the end of the service cycle and placing it at the beginning of future service cycles.

This final suggestion, of course, is dependent on establishing new service revenue strategies and processes. Indeed, the technology side of this equation is perhaps the most straightforward aspect to resolve.

However, it is just a small glimpse of how, by tackling the challenge of reducing the service to cash cycle, we can go further and be more proactive in securing future revenues while getting closer to the customer as we deliver a best-in-class service experience.

Fortunately, with modern FSM technology, this is undoubtedly achievable. In this white paper, published in partnership with GoMocha, we shall explore the challenges of long service to cash cycles, how we can improve the cash to service cycle, boost the service P&L and leverage FSM technology to generate improved service revenues by delighting our customers.

WHAT CAUSES LONG SERVICE TO CASH CYCLES?

As we discussed in the opening segment of this paper, service to cash cycles are a challenge for many field service organisations. In the current challenging economic climate, this challenge is magnified even further. So let us take a look into some of the most common aspects that could be delaying your payments after delivering service.

COMPANIES HAVE ONLY DIGITISED THEIR INVOICE WORKFLOW, NOT APPLIED DIGITALISATION

While most field service organisations have moved away from paper-based signatures (although some field service organisations are still to make this transition), this has been a process of digitisation rather than digitalisation for many organisations. While on the surface, many may assume that the difference between the two is one of simple linguistics, they do, in fact, have very different meanings.

To put it simply, digitisation is the simple process of converting an analogue process into a digital one. For example, in our personal lives, many of us will now receive our bank statements as a PDF download from our online banking instead of receiving hard copies in the post.

Digitalisation, however, is utilising digital technologies and data to impact how work actually gets done.

Many field service organisations have merely digitised their paper-based invoice processes yet have failed to take the bigger step to apply digitalisation to these processes. As we explored in the introduction to this paper, digitalisation would allow the invoice to be automatically generated and sent to the customer as soon as the field service technician or engineer has collected the customer's signature on job completion.

Suppose the move away from paper-based processes is merely one of digitisation. In that case, while the collection of the signature may now be captured on a digital device, the engineer may still have to send the relevant documentation, albeit now in digital form, to a colleague in accounts, who in turn has to then create an invoice, and send this to the customer. Even if all documentation is digital, the redundant legacy processes of the previous analogue workflow remain – and these add unnecessary delays in getting the invoice to the customer, which result in bloated service to cash cycles.

A LACK OF VISIBILITY INTO CUSTOMER AND ASSET DATA

As any service manager with responsibility for a P&L will likely attest, one of the biggest challenges in keeping a healthy bottom line is avoiding revenue leakage when a field service engineer or technician is on site. Field service engineers and technicians are natural problem solvers. Additionally, they are increasingly expected to delight the customer as genuine ambassadors for our businesses.

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Unless we give them clear guidance and visibility into what the client is entitled to within their warranty, we will always be at risk of seeing revenue leakage as they go about their working day. Jobs undertaken out of warranty that go uncharged, of course, directly impact top-line service revenue. Additional maintenance that the customer may request while the engineer is on-site, that our field workers will often provide in line with their remit of delivering high customer satisfaction levels, are lost revenue opportunities and also reduce our technician utilisation rates.

However, through the use of modern FSM systems, we can quickly provide our field service engineers and technicians with a clear, concise view of the customers' current warranty status. Through clearly defined processes, we can ensure that our field workers have definite parameters around what additional on-site maintenance services they can provide to the customer within the boundaries of the contract and be able to confidently give the customer accurate quotations on-site for work that should be chargeable.

Through effective training, we can help our field service engineers and technicians advise the customer of such additional maintenance (and potential revenue opportunities for the service provider) as part of the service they provide, instead of a sales function. For FSN PRO members, it is strongly advised that you take the Field Service News Masterclass course "Supercharging Revenue Generation from the Field", which will give you a blueprint of how to introduce such training within your organisation and is included within your subscription.

Assessing how we leverage technology and reviewing our processes in this area can help us avoid revenue loss and boost the top line. However, empowering our field service engineers and technicians with as much information related to the job at hand before arriving on-site can also improve the bottom line by reducing costs, particularly regarding asset data (both historic and, if possible, live data).

As the old adage goes, every time we send out an engineer on a break-fix call, we break even on the service contract. Send them out a second time, and we are losing money. While this might be somewhat overly simplistic, it is not too far removed from the truth of the matter.

The reason why first-time-fix has consistently been the leading metric within field service management is not only because it drives customer satisfaction. The largest cost-line in a service P&L is the cost of a truck roll. If we can improve first-time fix rates, we will reduce this cost line significantly.

In a world of digitalisation, if we are not providing our field service engineers and technicians with a clear and quickly surfaced overview of both the customer and the asset, then we are restricting their ability to work effectively, efficiently and profitably – all of which adds even greater pressure on service to cash cycle.

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Disjointed processes and platforms for spare parts management and ordering

Another critical area where we can see significant impacts on both the top line and bottom line of our profit and loss sheets lies within how well connected our parts management and parts ordering systems are with the Field Service Management tools that our field service engineers and technicians use every day.

As with customer and asset data, this can impact both the cost and revenue lines on our P&L.

For example, a reliable parts inventory solution for field service operations has to be fit-for-purpose. As we have already outlined, field service engineers and technicians are problem solvers. Suppose a particular spare part proves to have an extended lead time when ordered. In that case, it is the natural inclination of the engineer or technician to order more than they need so that they have it available in their van ready for the next customer that faces this problem.

While such solution-orientated, forward is to be encouraged, it must also be managed. If left unchecked, it can lead to considerable gaps in inventory that lead to a significant drag downwards of the bottom line on the P&L.

Again, through digitalisation, this is easily achieved. One way is to connect the field service engineer or technician's ability to order spare parts directly to the work order and set parameters on how many of each type of component can be ordered relevant to the asset. This would stop the occasional magpie-like tendency of some of our engineers and technicians from getting out of hand.

Alternatively, we could make sure that all van stock is tracked both on receipt by the engineer when it is placed into the van and when it is then removed. An approach centred around digitalisation could perhaps allow the engineer or technician to authorise the removal of any parts within their field workforce app. Indeed, we could even potentially go as far as automating this process by using relatively low-cost NFC/RFID tags.

While the solution doesn't necessarily need to be that complicated, it is clear that via digitalisation, we should be able to track the movement of parts and location of inventory far more effectively – providing improved visibility into one of the most opaque areas of the service P&L.

As Peter Drucker famously stated, 'we cannot manage what we do not measure' yet for so many field service organisations managing the parts inventory line on the P&L remains woefully inaccurate – and in a world of digitalisation, where this needn't be the case, this is somewhat unforgivable. Similarly, if your field service workers do not have quick, easy access to parts ordering while on-site, not only does this cause delays in service delivery, which, as we discussed above, causes delays in payment for service that has been delivered, but also your organisation could be overlooking a consistent revenue stream.

As discussed in the Field Service News Masterclass course 'Supercharging Revenue Generation from the Field', it should be viewed as part of the service your field service technicians and engineers offer to ensure your customers have all of the consumables they need for their assets.

This should not be seen as a sales role but a service role. Your engineers should ensure that your customers will not discover in two weeks that they have run out of the consumable required for the asset that has just been fixed or serviced to continue to work.

However, for field service engineers and technicians to do that and see this as an intrinsic aspect of the service delivery, we need to make ordering consumables as seamless as possible.

Again, this shouldn't be too complicated to achieve in a world of digitalisation. The technology is essentially there, and technology partners such as Go Mocha can help guide you in how technological dots can be joined.

Parts management has been for a long time and continues to be very much overlooked within field service management technology discussions. However, it is an area in which there are easy wins to be had both in boosting top-line revenue and improving bottom line profits.

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THE IMPACT TO THE BUSINESS OF A SLOW SERVICE TO CASH CYCLE (AND WHY SERVICE MANAGERS SHOULD CARE?)

For most service managers, certainly within organisations above a certain size threshold, the impact of a slow service to cash cycle may not be immediately apparent. Further, with the busy day to day operations to handle, many service managers and directors would be forgiven for looking at this as somebody else's problem. In a narrow sense, they are correct.

A slow service to cash cycle is a challenge for the accounts receivable team to resolve if we look at the traditional business structure. Ultimately, suppose the cash is not coming quickly into the building fast enough to cover outgoings. In that case, the Chief Financial Officer, not the Chief Service Officer, will be looking to resolve this challenge.

Yet as we saw in the previous section, not only can changes made by the service operations team in terms of the digitalisation of processes in the field reduce the service to cash cycle, but by driving these changes, we also open up the pathways to introducing additional revenue streams and reducing costs – both of which will impact the service P&L in a positive way – which the service manager then has a vested interest in.

However, looking further forward, the proactive and ambitious service manager or director should also see reducing the service to cash cycle as an area of focus that can benefit them and their team for several important additional reasons.

IT PROVIDES A COMPELLING REASON FOR INVESTMENT IN FSM TOOLS

All too often, the service manager or director may see the need for investment in specific FSM tools. As they are the conduit between the business operation, the workers on the front line and the customers, often they have a more detailed understanding of where the field service operation may be failing or indeed flourishing – and are likely to understand the challenges better, and thus better evaluate which solutions are required.

However, the field service manager or director will still need to build a compelling case for the executive board to secure the required investment. Ultimately, finance remains the dominant language in the boardroom and if it is possible to outline how investment in field service management systems can drive both an improvement in the service to cash cycle and potentially unleash new service revenue streams or enhance those already in place this will be a big step in securing the investment needed.

IT CAN LEAD TO A MORE TRANSPARENT RELATIONSHIP WITH CUSTOMERS

One of the critical foundations of improving the service-to-cash cycle is establishing visibility within the service life-cycle at all touchpoints your organisation has with your customers.

As discussed earlier in this paper, by providing the field service engineer or technician with such visibility, we can reduce revenue leakage dramatically. However, the same tools to provide our field workers with such visibility are also easily translated into back-office roles – which can be particularly useful for the sales and customer success teams.

A field service engineer or technician producing an out of warranty invoice could easily trigger a notification for the customers' account manager, who would have a unique opportunity to introduce a discussion around upselling additional features within the existing service contract or renewing a lapsed contract.

From a customer success perspective, the ability to have a deep-level overview of how the customer is utilising both the asset and their service agreement allows for more effective proactive suggestions that can help the customer better drive their productivity, shifting the relationship you have with them from one of a transactional nature to one of genuine partnership.

THE SAME TOOLS AND PROCESSES THAT IMPROVE THE SERVICE TO CASH CYCLE CAN ALSO DRIVE SERVICE PROFITABILITY

Similarly, these modern FSM tools provide better visibility and simpler automation of processes across the whole service operation that will be at the heart of developing a shorter service to cash cycle.

All of the aspects we have discussed so far in this paper will all drive better long-term profits by boosting the key metrics that are so important for field

service operations. For example:

- ***Reducing first-time fix rates:*** by providing our field service engineers and technicians more detailed insight into the problems they will face on each job and by providing them with easily accessible knowledge bases and even perhaps remote access to more experienced engineers, we can increase first-time fix rates and significantly reduce truck-roll costs.
- ***Increase consumable revenue from the field:*** By giving our engineers access to seamless parts ordering, we can ensure that all consumables related to our assets are purchased from us and not third-party providers, ensuring we maximise our share of wallet with the customer.
- ***Increase technician utilisation:*** By empowering our field service engineers and technicians to troubleshoot more quickly and effectively on each job, they are spending more time actively resolving the customer problems and less time identifying what the problem is. A slight reduction of 5 minutes per job per technician each day can quickly add up to 150 man-hours saved a year if your field workers undertake an average of eight jobs a day. Across a workforce with 100 field service technicians, that is over 60 days of reclaimed costs.

Ultimately, the benefit of moving to a modern FSM system for the service operation team are numerous, with improving a service to cash cycle being one of many upsides. While it may be some of the other benefits of such an addition to the field service operation systems that the service manager or service director will benefit from more directly, the ability to include immediate financial benefits in any presentation to the board will be a huge factor in securing the investment needed.

Even if you have an adequate FSM system in place already, simply by working through your processes and identifying which of these are the result of digital replication of legacy analogue processes, rather than true digitalisation will also simultaneously reduce the service to cash cycle and improve critical areas of performance. This could help the service department secure a more prominent voice within the executive table and more central role in future business strategies.

In the final two sections of this paper, we shall look at both process changes ways to leverage technology that can help you achieve this

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UNDERSTANDING EXTERNAL AND INTERNAL PROCESSES THAT CAN BE REFINED TO IMPROVE YOUR SERVICE TO CASH CYCLE AND IMPROVE YOUR SERVICE P&L

Identifying obstructions that delay payment at the customer end – may sound like an obvious suggestion. Still, it is an important area to start tackling a poor service to cash cycle. How can we improve an area of focus if we do not know what obstacles are in our way?

The obvious starting point to identify this problem would be to go to your accounts receivable department to establish why they are given delayed payments. However, there is a danger that many of the reasons put forward may be what we might expect to hear rather than the actual root issues. It is very easy to assume that delayed payments result from clients deliberately keeping payments back to improve their cash flow or simply that their accounts payable processes are an unwieldy mess.

Of course, this is the real world, and both of these situations do occur. However, oftentimes it is a case of being less an issue of malicious delays or incompetent peers on the other side, but just a need to better join the dots between your organisation and your customers' account departments.

You can't achieve this without a two-way dialogue, so the customer needs to be involved in the conversation. Another critical factor is that the customers you will need to hold such discussions with will be perennial late payers. However, it is crucial to make sure that the tone of such meetings is not accusatory and hostile but instead takes the approach of two partner organisations working together to improve a shared process.

For this reason, these conversations shouldn't be left between the two respective accounting departments, whose relationships with each other are often transactional in nature. Instead, they should be led by the Service Director and their counterpart within the customer organisation but involving the respective accounts teams.

You need to understand your customers' accounts payable processes better to avoid falling between the cracks if invoices are missing essential information. If your contract has specific service invoice parameters, have your customers' accounts department been made aware of these? Is there someone within your customers' organisation that needs to authorise payment for invoices – if so, ensure that they are automatically sent each invoice as it is produced. Are there specific additional documents related to job completion required?

Do your customers make payments on a set payment run? Can your customer agree to a second payment run to accommodate your invoices if this is longer than your invoicing terms? Are you prepared to extend the invoice terms to fit alongside these parameters in exchange for a guarantee of all payments being made on the set payment run, with strictly enforced penalties for missed invoices?

These conversations need to be had with someone with a reasonable level of authority on the customer side as they all involve give and take on both sides. It may also be that the right person for your customer is reluctant to get involved in these discussions. As we looked at in the previous section, it is important to identify the 'what's in it for me' aspect of this discussion. However, while it may be a small additional effort to set the process up correctly now, it does remove a potential area of friction that could, if left unchecked, impact the service they receive. However, if handled correctly, these discussions should allow you and your customer to come closer as organisations and even be the first flagstone of a more partnership-based approach.

MAP OUT THE ENTIRE SERVICE WORKFLOW FROM TRIAGE TO PAYMENT:

Again, while on the surface, it may seem a rudimentary task and one that you feel you already have a firm grasp on, it is worth revisiting this to make sure that everything is outlined in a systematic and methodical approach that covers the entire service lifecycle. This should begin when a service requirement is actioned – whether it be a break-fix support request or proactive service call.

What is the process of logging the details of the call? How is this information related to the field service engineer or technician? What does the engineer need to know about warranty status? Is it a straightforward system of in or out

of warranty, or are there grey areas? Do SLA parameters apply, and what are the penalties for missing them?

Regarding the job, will it be dispatched to the nearest field service engineer or technician, or does it require a specific skill set or even a particular engineer? How is the appointment scheduled with the customer? Are there specific times that the site is unavailable? Are there security dogs? Does the job require high working and so potentially a second field service engineer or technician for health and safety reasons?

Does the dispatch team have all of the relevant information to hand to make sure any such parameters are adhered to?

What information do our field service engineers or technicians require to complete the job onsite? Who are they to report to onsite when the job is completed? Are there specific data capture requirements, such as photographs of work met before and after? is ther additional data collected from the asset that should be collected? Whose signature is acceptable for authorising the work to be completed? Who produces the invoice?

Where is it sent? Is the field service engineer or technician expected to advise the customer of any further service requirements or consumables that should be ordered? Do they have access to this, or do they need to notify someone else?

Once the invoice is with the customer, what is the payment process? Can the customer pay directly with the engineer onsite? If there are payment terms- do you have follow-ups scheduled? Are these automated or manually undertaken? Once payment is received, what is the mechanism for updating the customers' records in your accounting system?

As we can see, there are so many aspects of the field service process that we must consider; it is critical to have a complete understanding of each aspect of this process as at each step, there is an opportunity for fine-tuning – mainly through automation and digitalisation, which can see multiple options to reduce costs and boost revenue. This can all be acheived while also delivering improved service to the customer and making the invoicing process more transparent and better aligned with the customers' operations. In turn, this will reduce the service to cash cycle and increase working capital.

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Manage, Mobilise and Monitor – Three key principles to digitalise your entire service lifecycle to boost the P&L

As we bring this paper to conclusion let us take an opportunity to reflect on how field service organisations can adapt a three stage approach towards digitalisation that can become part of an ongoing cycle of continuous improvement.

Manage processes better - automate where ever you can:

With a clear understanding of your entire workflow and the processes at each interaction, you can now see how you can use automation to improve processes.

The example we have used on several occasions in this paper is the ability to automate invoicing as soon as the engineer receives the sign off on the job completion. While this is just one example of where automation can streamline the workflow, it is particularly pertinent. This is because we can see many other vital facets of this concept at play when doing so.

For example, if you clearly understand your customer's accounts payable requirements, these can be embedded within this automation. It is essentially a case of joining the dots to ensure that the required documentation that the field service enginner or technician captures (e-signature, photo evidence, work report, etc.) can be sent in tandem with an invoice.

Automating invoicing upon work completion is an excellent example of the difference between digitising a legacy process and moving through process change with digitalisation.

For example, suppose your invoices are all produced by a central accounts team. In that case, it is time to reflect on how many elements of such a legacy process are the remnants of a previous analogue approach to working and are primarily now redundant.

While automating invoicing directly from the engineer is an obvious win when it comes to reducing the service to cash cycle, the same principles should be applied to all processes within the service lifecycle, which will consistently produce opportunities to improve efficiency and drive profitability within the service operation.

Mobilise your workflows – empower your field workers with real-time visibility.

We can focus on two stand-out metrics when improving the bottom line: first-time fix rates and technician utilisation. As we have looked at throughout this paper, both can be enhanced by ensuring our field service engineers and technicians have all of the information they need to hand in when on-site with the customer.

We have looked at several different ways to achieve this, and again, it is often a case of working with your solution provider to join the dots. Of course, each service organisation will have its priorities; however, universal elements apply to all field service organisations at the macro level.

These are:

- Are we sending the right field service engineer to the job?
- Does that engineer have the right tools and parts to complete the job?
- Does that engineer have access to the right information?

Working with your FSM solution provider can streamline your digitalisation process to ensure each of these elements is on point at each job.

Additionally, your solution provider will be able to guide you on how to make sure any new tools you provide to your field service engineers and technicians are intuitive to use, which will, of course, boost end-user adoption and thus allows you to achieve a return on investment and boost to your service P&L.

Monitor your assets, productivity and processes – adapt to a data-driven world.

We live firmly in a data-driven world. In 2019 Forbes magazine produced a report claiming that over 90% of current data was created within the last two years. In the intervening years, the volume of data we generate each day has only increased at a near exponential level.

In today's connected world, if you are not leveraging data effectively, then, to put it bluntly, you are putting your organisation at a massive disadvantage. Data

is everywhere in field service operations, and its potential value is huge.

The obvious starting point is asset data. Most new assets deployed in the field will have connectivity capabilities. Over time, our industry will move to one where asset data is automatically updated via the asset itself. However, as we transition to this point, we must utilise our field service engineers and technicians to collect and input data.

When on-site, the ability to do this is yet another crucial aspect of digitalisation and requires both a suitable FSM solution and rethinking processes to ensure that the correct data is collected in a consistent manner that allows for meaningful analysis.

Similarly, we must be utilising data analysis to measure the productivity of our teams in the field. As we saw earlier in this paper, minor improvements to key metrics like first-time-fix and technician utilisation can soon stack up to significant boosts to productivity when translated across the whole field workforce.

Monitoring performance data allows us to identify where our field service engineers and technicians are under or over-performing and provide an opportunity for closer, more advanced training and development where needed.

Finally, as we look at digitalisation, avoid thinking this is a one-off process. Instead, look to digitalisation as part of an ongoing journey of continuous improvement. We can see which processes are failing and which are driving results by monitoring performance.

Remember, the service leadership shouldn't take such an approach in isolation either.

For optimal results, effective leadership in such projects involves courting several different perspectives and listening to the voices of various stakeholders within the service ecosystem, including your customers, your field service engineers and technicians and, of course, your solution providers who will have experience in helping other organisations similar to your own take a path of improved service profitability through digitalisation.

Some expert advice from Martin Knook, CEO, GoMocha, an organisation who have guided many field service organisations through such change, includes:

- Make sure your Field Mobility solution is flexible enough to follow the changing demand from lessons learned during the digitalisation journey.
- Ensure your scheduling algorithm works seamlessly with your service communications across all channels
- Integrate survey capabilities in your field service order processing.
- Enable technicians with the tools to document what they see in the field. Data is not exposed to real-life use cases, but your engineers are. Encourage them to build a living knowledge base.
- Capture all data needed to enable the learning curve for your organisation. Make sure you collect data points from your field operation relevant to evaluate and learn.
- Don't collect data without a goal; ensure field data can create a digital twin of your business.
- Don't let an existing ERP system – or ERP Landscape- limit the ability to empower your field service engineers to work in a unified manner.
- Don't believe change has to come with expensive releases. With today's technology changing, some aspects of your field operation may take only a day or two.
- Empower your field operation with a toolset to support multiple service business models; you may not need it now, but your next move might, and you don't want to lose business opportunities in this fast-growing market.
- Don't shoot for the moon and land amongst the sky. Today's technology must support the growth path; you might want to start small and simple and create multiple options to optimise the service to cash process for your particular business needs fully aligned with your customers.

"EFFECTIVE LEADERSHIP IN SUCH PROJECTS INVOLVES COURTING SEVERAL DIFFERENT PERSPECTIVES AND LISTENING TO THE VOICES OF VARIOUS STAKEHOLDERS WITHIN THE SERVICE ECOSYSTEM, INCLUDING YOUR CUSTOMERS, YOUR FIELD SERVICE ENGINEERS AND TECHNICIANS AND, OF COURSE, YOUR SOLUTION PROVIDERS..."

ABOUT GOMOCHA:

Gomocha delivers cutting-edge mobile technology to fully optimize field service organizations.

The name Gomocha is derived from a combination of the words GO, MOBILE and CHANGE – with change suggestive of the ease with which our customers can configure our platform to satisfy their diverse, ever-changing and increasingly sophisticated needs.

When you work with Gomocha, you can rest assured that our collaborative, shoulder-to-shoulder approach will help you achieve not only your current and near-term goals, but also prepare your organization for long-term success – no matter what the future holds.

PHILOSOPHY

We design and deliver products and services that allow our customers to take the competitive lead in their industries, by ensuring that their field service operations have cutting-edge mobile technology at their fingertips. Your success is our success.

VISION

Excellent customer service separates the leaders from the followers. That's where we excel. FMP360 is a platform that powers a fully optimized mobile workforce and allows you to implement the latest technological innovations. We help you serve all of your customers with top-notch attention to detail. All day, every day.

PROCESS

The shoulder-to-shoulder way in which Gomocha and its customers work together is unque in its kind. It's about the strong, symbiotic relationship with Gomocha that informs and enlivens the business process discussions that guide the implementation of our customer's new field mobility solution.

Find out more @ https://www.gomocha.com

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