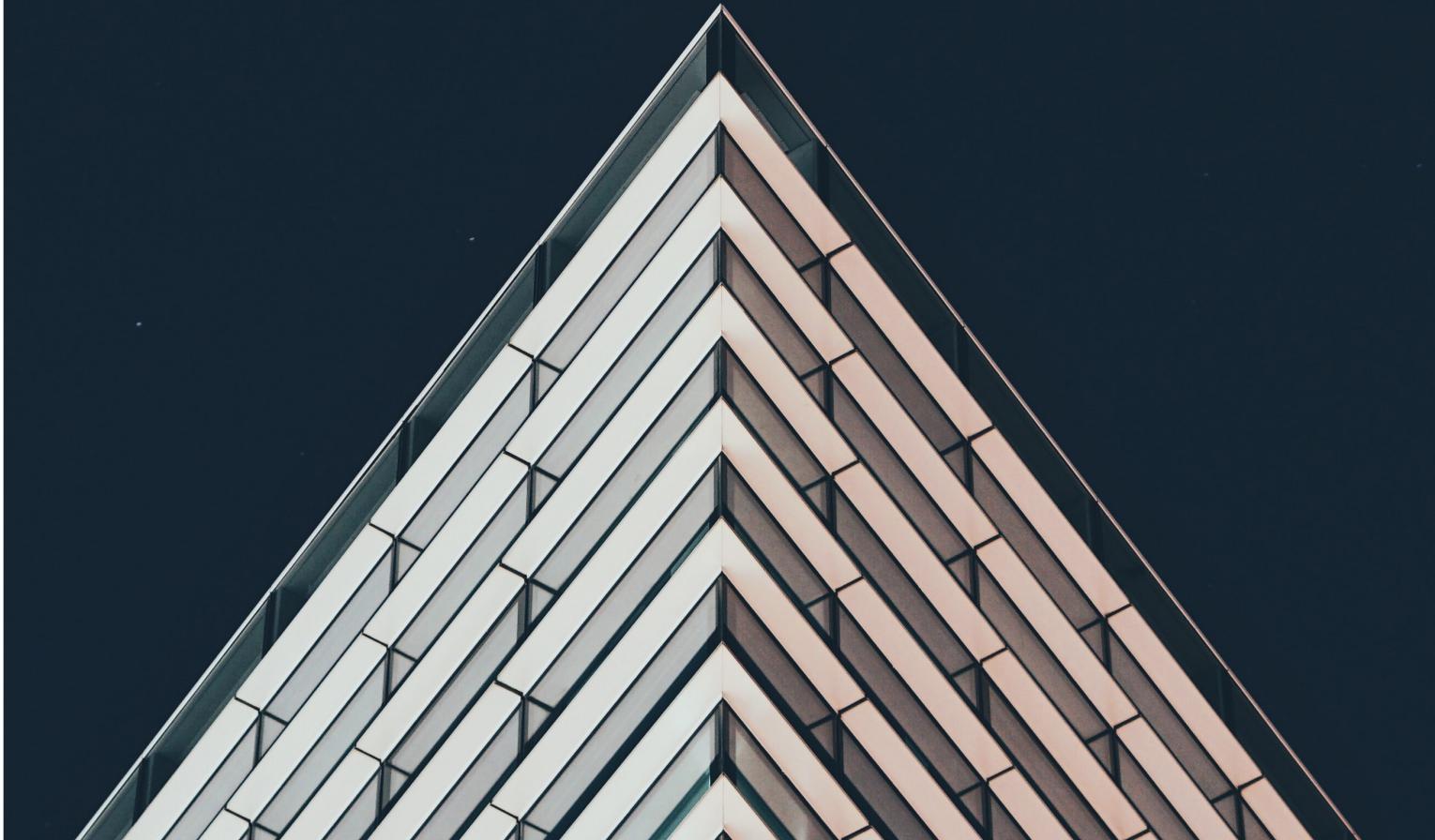


guide.

From idea to reality - your future service delivery.





Are you ready to go from good to great service?

Traditional service organisations have many challenges and understandably, business as usual will no longer cut it in the rapidly changing service landscape. If you do not start thinking about how to shape your future business model, you will continue to struggle with challenges that can be solved with products and work processes that already exists today. However, bear in mind that making a sale is no less important than continuing to learn more about your customer and being prepared to update your business to meet their needs.

Customer expectations of good service involves fixing something. Great service, however, involves everything your company offers – from proactive service and knowledgeable customer service staff to an easy-to-use online shop. Instead of doing everything for your customer, great service means being supportive and accessible when they need you.

With this guide we hope to inspire you to take that next step, from good to great service.

Challenge 1

All departments suffer from a heavy administration burden and a low rate of digitalisation. Data are entered twice and staff resources are not optimised. They work in silos and do not have one common view of the customer.

You should aim for:

Your organisation needs to have a roadmap and a vision of where you want to end up. The boards need to support the digitalisation process by directing resources and encourage initiatives that will take your organisation closer to your joint vision.

It is essential that everyone in the organisation have the same view of the customer. This can only be achieved by breaking down silos and sharing customer data across all departments. When administrative processes are automated, staff can focus on analysing customer data to improve service. Freeing up resources also means staff can work on mini PoCs to evaluate new processes and create an organisation that is continuously learning.

Chat bots for greater customer service

Chat bots are a great way to manage your customer service 24/7. If you have an international customer base that may want to contact you any time of the day, automated replies are beneficial. A chat bot can work around the clock and be proficient in any language you choose, thus providing a great customer service experience. In addition, the chat history can be analysed using AI to automatically detect customer satisfaction.

But the first step is...

The first step is to digitalise processes and automate tasks to raise service levels and starting to deliver services instead of service once something breaks.

Setting up a B2B e-shop is a great example of how automation reduces administration for you while improving the customers' experience of your company and your service. The customer can purchase something whenever they want, and a slick e-commerce process makes sure that data entered is integrated with your ERP system and that an invoice is generated. Upsells are automatically offered depending on what is purchased, which is good for sales.

Using the Microsoft Dynamics Field Service app to digitalise the work process

To utilize the Microsoft Dynamics Field Service app is one way to make your service delivery in the field smoother, for operators and customers as well as back office staff. As soon as a work order is generated, the entire service process takes place in the app, feeding information to your ERP system. Input can come from your accounts department, customer service or directly from the customer. The field service technician uses the app to log service issues, hours worked and material used but can also place a new customer order while on a service call. Not having to double up on data entry will save time and money. The app enables not only a paperless process but also information sharing. This gives everyone in your organisation one view of the customer, which leads to better customer service.



Challenge 2

You are not working efficiently enough because you need to switch applications numerous times to get access to all information when working on an order. Each application requires a new login and you end up doubling up on data entry.

You should aim for:

One common user experience that combines information from all required line of business systems into Dynamics 365.

Regardless of which application or ERP system you are working in you, should be able to smoothly access the customer information you need from any source. This can be accomplished by retrieving data from different sources using Microsoft Power Automate and displaying a complete customer view using Dynamics 365 and Microsoft Power Apps.

Apps created with Power Apps combined with Power Automate workflows, provide comprehensive business logic and workflow features so you can transform your manual business processes into digital, automated processes. You can get different systems to talk each other and trigger new actions. For example, you can set up an email or a text message to be sent to the customer if something is being entered or approved in another system. Another example is to automate the creation of an invoice that would automatically be sent out once the order amount reaches a certain amount.

Standard solutions are more cost effective

What is key is using standard solutions to do this instead of developing new solutions from scratch. By using standard solutions that already exist for your standard information flow, you will free up time and resources for doing those little extra things that make all the difference to your business. Not to mention, they cost a whole lot less. Combine standard platforms with customisation to get that personalised experience for both you and your customer.

But the first step is...

The first step is to ensure that all the different applications that your business uses can talk to each other. If a field is labelled “Customer” in one application, it needs to be labelled the same and contain the same information in all the others. If you have different variations of field names and those fields are not populated with correlating data, you will not be able to merge your data and get something you can base an analysis on.

To ensure that all applications share the same set of properties, Microsoft has created the Common Data Service that allows different applications to integrate using one common source. Each application uses a specific connector to retrieve and update field values. Some major ERP system providers are already supporting this integration approach. One example is SAP that now supports the Common Data Service. If an application doesn't have a connector already created there is the possibility to develop custom connectors.

Challenge 3

You only have tactical service discussions with your customers and fail to act proactively. You do not get the opportunity to develop your service processes or your offering due to a lack of understanding of how your products are being used.

You should aim for:

With access to the right information, you can offer your customer company-specific support focusing on the next step and be proactive rather than reactive. One way to do this is to start using Industrial Internet of Things (IIoT) in order to connect your devices and be able to make decisions based on live data. An example of IIoT is when products are connected to a monitoring system that tracks their performance and indicates when there is a potential issue.

With more smart features in your products, you can create more technical solutions. These products will require a new kind of service and maintenance than now, but digitalisation and IIoT give you access to huge amounts of information that can give you a competitive advantage.

You become a strategic partner to your customer because based on data, you can suggest an upgrade or a new product that would help them increase production volume or quality of production. You guide your customers to innovations based on new opportunities.

But the first step is...

A first step is to introduce IIoT elements to your business. IIoT and smart products are already in use today, and the features are already available in many products. It can be as simple as connecting a sensor to an existing product, and sometimes it is enough to simply upgrade the system software. The benefit is that valuable data will be generated. Data from the product gives you insight into how it is actually used and thus when service is needed. A world of generated information also provides a foundation that helps you develop your product.

IIoT creates close, continuous contact with both the customer and the product, where you can prevent issues and instead focus on consultative, relationship-building conversations. You stay in touch with the customer throughout the product life cycle and become a natural partner for future investments.

The combination of qualitative data from customer meetings and statistics from a connected product leads to a deeper understanding of the customer's needs. It makes you a strategic partner who can create an even more valuable offering.

AI will become standard

Artificial intelligence (AI) components will become standard in the Microsoft 365 suite but you already have the option to buy a licence for Customer Insights. AI need not be a separate project to manage but simply something that is applied to the Dynamics suite. You can already apply the AI component and analyse sales and customers service. In the near future, you will be able to do the same for field service as well.

Creating highly competitive data-driven advantages is a natural response to business challenges for any kind of company. This requires getting the right facts and insights to spark ideas for optimizing processes, improving the customer experience, detecting malfunctions and much more. This is what you do to improve performance and more efficient.

Challenge 4

Your business model is focused on selling a product and reactively providing service. This prevents growth because it is not data-driven enough and your organisation might lose out on development opportunities.

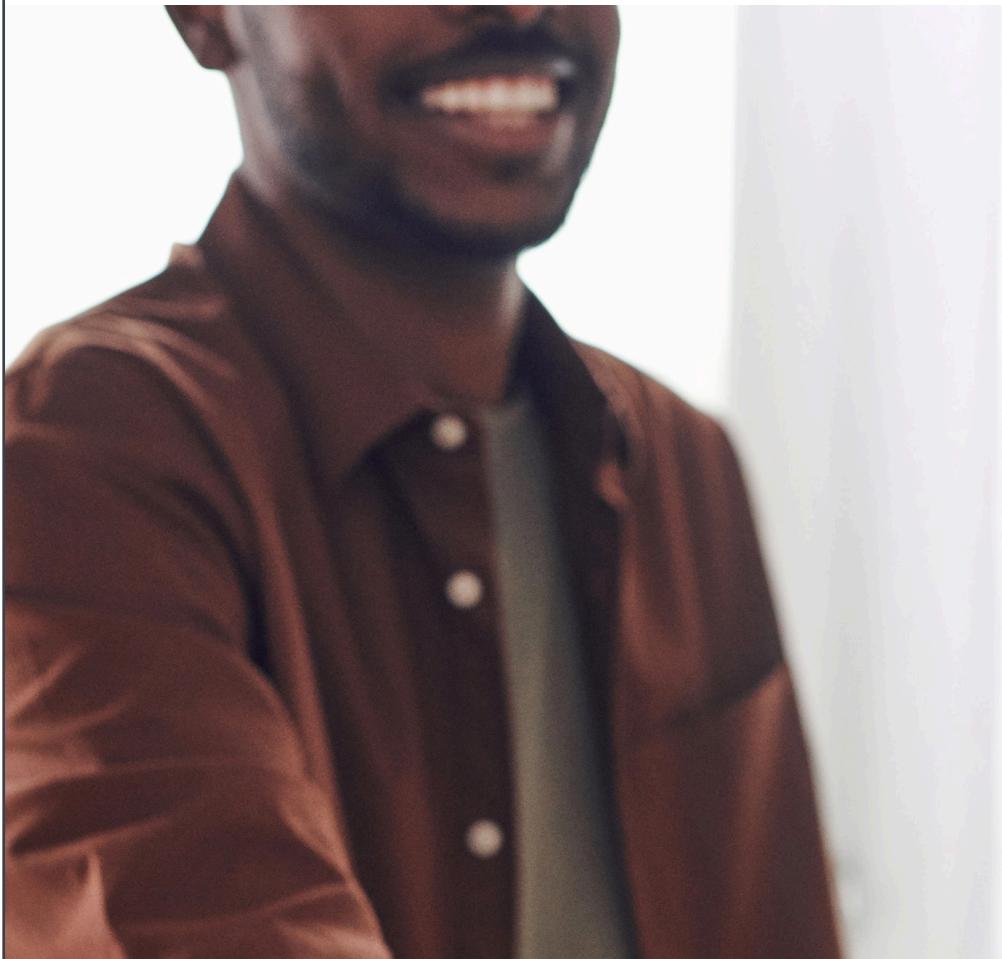
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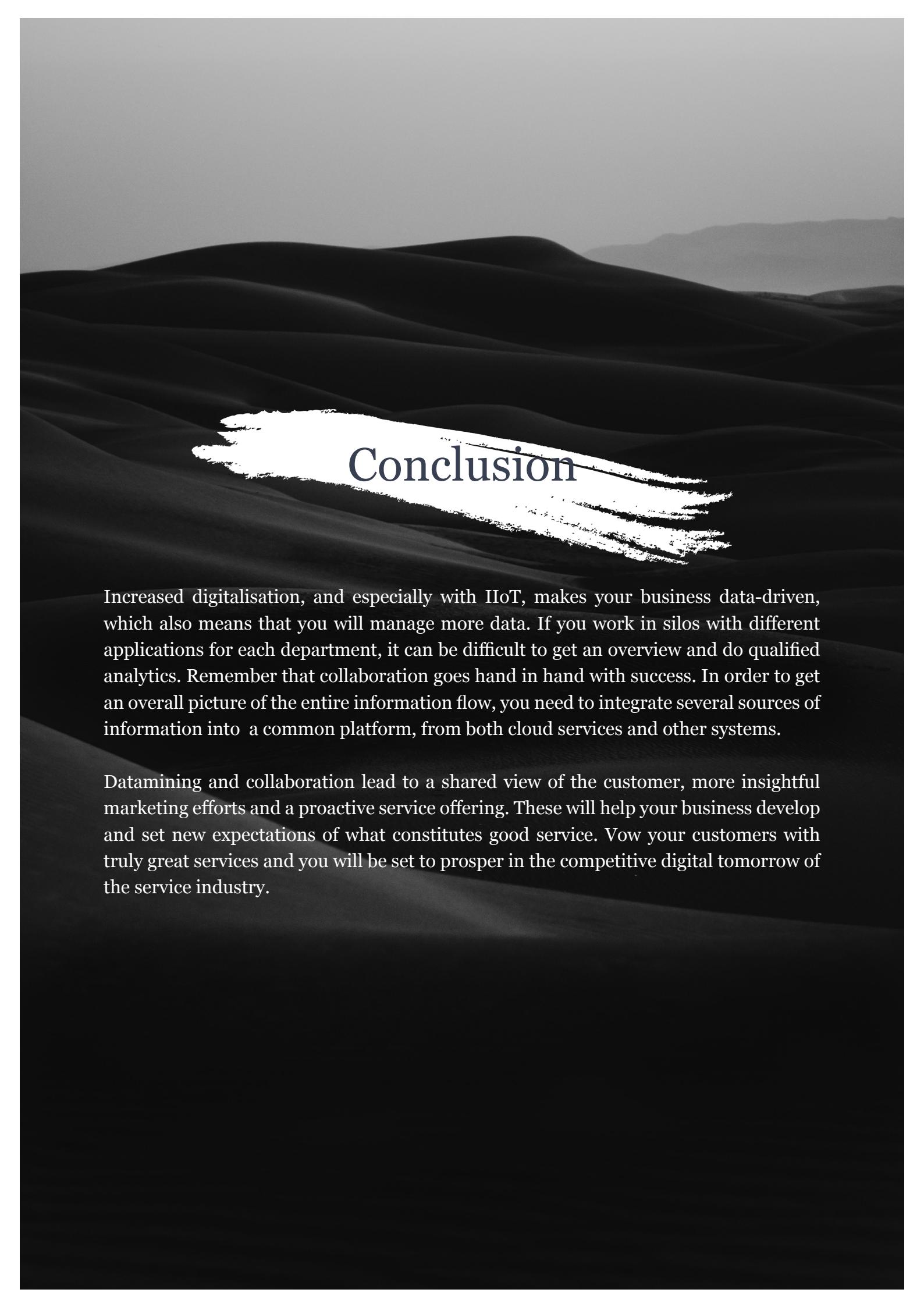
New digital tools and solutions offer new opportunities for a service organisation to work smarter and develop their business model. The Industrial Internet of Things (IIoT) gives you opportunities to create additional services and expand your offering. The future of service organisations is to provide your product as a service, rather than just as a physical product, and guarantee a certain uptime. It means that you no longer sell specific products but a capability, such as 7000 production hours with your product, with customers paying for using your product instead of owning it.

You do this by being highly digitalised and introducing smart, or connected, products, whose performance you continuously monitor in order to meet your uptime commitments.

But the first step is...

To begin the process towards a new business model, you need to consider and perform an initial analysis of how you would provide your services and how to create a business case that inspire you to work with connected products. You should also try and imagine what your offering and business model should be like in three to five years. You need to build knowledge within your organisation as well. What resources do you have? What can you do about how your products function? Is it an option for you to introduce IIoT in your products?





Conclusion

Increased digitalisation, and especially with IIoT, makes your business data-driven, which also means that you will manage more data. If you work in silos with different applications for each department, it can be difficult to get an overview and do qualified analytics. Remember that collaboration goes hand in hand with success. In order to get an overall picture of the entire information flow, you need to integrate several sources of information into a common platform, from both cloud services and other systems.

Datamining and collaboration lead to a shared view of the customer, more insightful marketing efforts and a proactive service offering. These will help your business develop and set new expectations of what constitutes good service. Wow your customers with truly great services and you will be set to prosper in the competitive digital tomorrow of the service industry.

Your digital transformation partner

At Stratiteq we can help you implement Microsoft Dynamic 365 and Office 365 applications and tools and show you how to maximise usage to increase your customer service delivery.

Digitalising your service organisation does not just mean turning an analogue process into a digital one. It will be equally important to take advantage of new technology to find new ways to strengthen the relationship with your customers. The challenge that a service or business manager faces is to create an organisation that supports the development of new service offerings. Stratiteq is an experienced change leader and can support your organisation through the challenges that the journey of digital transformation can involve.

Our Connected Services offering is about inspiring the development of new offerings and innovative business models with the support of the latest technological developments. At Stratiteq we are more than happy to help you realise your ideas, so please do not hesitate to contact us.

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