




FIELD SERVICE

Enhancing Customer Experience
From First Call through Service:
A WBR Group Whitepaper

Transform your value proposition this year at **FIELD**  **SERVICE**



“The foundation for field services is to build a solid, trusting, worthy relationship with the customer. When that happens and you do service well, the revenue follows. Companies are interested in having a field service value offering because the customers will keep coming back for the quality of service.”

- Jim Saccone, Global Field Service Leader, GE Oil & Gas



INTRODUCTION

Enhancing Customer Experience From First Call Through Service:



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The landscape of the field service industry has changed rapidly to meet the exceeding expectations of the evolving customer. The “evolving customer” that has been observed throughout the industry is one that has been born out of the advent of technology. Raised on a healthy diet of instant gratification, the new consumer is more demanding and holds higher expectations for service providers. Companies in the industry have moved toward increasing customer satisfaction by improving the service their field forces provide. Optimal service mobility, technician training and bridging the knowledge gap between the generations, are some of the many challenges that executives are grappling with. The role of the service organization has transformed across multiple industries. No longer is service just about delivering support, it’s about finding a true understanding of customer needs and the provision of solutions to ensure customer satisfaction, profitability and maximum value.

According to a U.S. Department of Labor report released in March 2013, U.S. employers added 221,000 more field service jobs than they had in 2012—rounding the total number of American field service techs employed to a staggering 4.9 million. Field Service has undoubtedly become a critical component to every organization and a crucial piece of the organizations’ overall success.

It should come as no surprise then, that companies across the board are viewing their field service techs as crucially important to reach profit goals and ensure the loyalty of customers.

“The foundation for field services is built on solid, trusting, worthy relationships with customers,” said Jim Saccone, Global Field Service Leader for GE Oil and Gas. “When that happens and you do service well, the revenue follows. Companies are interested in field service value offerings. The customers will keep coming back for the quality of service.”

Organizations in field service today need to be able to shift their focus from being products companies to solutions companies. Service excellence, as well as customer satisfaction, will make or break an organization’s success.

During Worldwide Business Research’s (WBR) Field Service conference, held in April 2013, in Palm Springs, CA, the executives of the industry mused about the major challenges facing the industry, and all centered on the customer. As was observed in **WBR’s 2014 Service, Revenue & Training Trends Report**, remote logistics, customer satisfaction, and service revenue are huge drivers for the service industry.



“ The field service technician now is more than just a fix-it person. They’re not fixing the equipment but fixing the customer as well. They’ve got that sort of ability to communicate and build relationships and listen and work for the growth of the company through providing value to the customer.”

**- Jim Saccone,
Global Service
Leader, Americas
Region, GE Oil & Gas**

Editor-in-Chief of the Field Service Blog, Deanna Gillen, sat down with leaders of the service industry and compiled a series of five executive whitepapers citing advice from cross-industry cross-function service leaders.

This is the first of five in our executive whitepaper series derived from conversations with industry experts. Some of the best practices are recognizable extensions from the **2014 Service, Revenue & Training Trends Report**, but others are wholly new insights, directly from the leaders in the field. The five key themes derived from the conversations are delivering on customer expectations, understanding the customer life cycle, listening to the voice of the customer, fostering customer loyalty and finding a value proposition your customer can't refuse.

Savvy company executives know that some of their greatest and potentially most enduring assets are their long-term customer relationships.

“I feel that the customer/service provider relationship is much more integrated than it used to be partially because we, the suppliers, have evolved so that we are now much more customer centric,” said Ken Walsh, Vice President of Engineering and Operations at energy magnate London Hydro. “It used to be, ‘I provide you a service and that was the end of the interaction unless there was a problem with the product,’ That’s no longer the case.”

Customer experience dramatically expands field service's scope of responsibility with new customer adoption, new methods of analysis, new practices and processing retention, and new user expectations. Now that we have almost a decade of experience with the customer in mind, a set of best practices has emerged that can be described in detail by the leaders of the industry.

As economic conditions for consumers become more precarious each year, our consumers' wallets in turn are stretched beyond their limits. Customers' expectation for service is “more for less,” and their willingness to pay for that service has become a thing of the past. When we examine the combination of tight economic circumstances and the wide range of advice that customers should resist paying for necessities of service, service organizations in turn are faced with an insurmountable amount of pressure to do more for less.

Companies looking to build a satisfied and loyal customer base need to realize that there are multiple drivers of customer satisfaction. This original research hopes to highlight a few of them. To be successful in the service industry, in light of the shift of the new customer life cycle, the **ability to generate revenue** and to **maximize profits** is key for best in class organizations.

PARTICIPANTS IN THE EXECUTIVE SERIES



This whitepaper is derived from eight interviews with leaders of the service industry, who provided valuable feedback on the major trends discussed in this report. All quotes, advice and insights throughout this report came from these executives.



Ken Walsh
Vice President of Engineering & Operations, London Hydro



Jennifer Lescallet
Senior Director of North America Service & Support, Affymetrix



Tribby Warfield
President, North America Commercial, Gates Corp.



Ron Zielinski
Global Customer Service Leader, Coherent Inc.



Bob Feiner
VP, Global Deployment and Field Services, Dell Inc.



Jim Saccone
Global Service Leader, Americas Region, GE Oil & Gas



Dave Baker
SVP, Field Services, DIRECTV



Craig Simon
President & CEO, FedEx Supply Chain



PART I

Delivering on Expectations: One Customer at a Time



"The customer experience depends on how effectively the technician performs, and the interaction with the onsite customer. Deciding who will perform maintenance is a huge part of a company's decision making process. It's about having the right technician, in the right place, at the right time, with the right product."

**- Craig Simon,
President & CEO,
FedEx Supply Chain**

Then and Now

There once was a time when a customer would be happy as long as the technician who arrived fixed what was broken or installed what needed to be installed. Those days are essentially over. Consumers expect much more – and as many products have become commoditized, service is what sets businesses apart. It's important to have technicians who know what they're doing, but it's also becoming increasingly important for them to demonstrate some level of personality; to be friendly to customers, to illustrate social graces, and to be able to communicate well. In industries that have long focused on customer service for survival, these things may seem common sense. But for many field service industries that are more technical in nature, the soft skills aspect is likely one that's historically been ignored – or at least not prioritized.

Field service organizations are now recognizing the need for change. Thought leaders in the industry understand that expectations are set the minute the technicians reach the customers' doorstep. While the customer may be new to your product, his/her expectations for the service that s/he receives have long been ingrained. Customers expect to get a certain level of service, and if you don't deliver on these needs, they will certainly get them elsewhere.

"Keeping a loyal customer is worth ten-fold the cost of attracting a new one," said Craig Simon, President and CEO of the FedEx Supply Chain. "In order to deliver on the promise of exceptional service, you must first deliver on customers' expectations, or risk losing them." The role of the field service technician goes far beyond maintenance and technical know-how for Simon. "If you consistently deliver good service and your technician gains rapport with the customer, then the likelihood of maintaining the relationship is higher."

Dave Baker, SVP of Field Services at DIRECTV said that in order to ensure the quality of products for your customers, you must first be realistic about the inevitability that your product, at one time or another, may fail. Therefore, you need to equip your field service technicians with the tools needed to be successful.



Discover how DIRECTV adopted a remote management solution that not only enabled the company to run at peak performance but significantly improved the bottom line.



[To hear the full interview, CLICK HERE](#)



“ To a large extent, it comes down to the relationship that the individual field service agent builds with the customer. [Our techs] play a very important role in building that customer relationship. That’s what customers want and expect. This builds trust and trust builds loyalty. Without that trust, customers may make selection decisions based on price, which may not reflect your product’s value.”

**- Ken Walsh,
Vice President
of Engineering
& Operations,
London Hydro**

Technical Expertise Meets Relationship Building

“To accept that you have products that are more complex than what consumers can reasonably repair themselves, the reputation of your company really relies on your ability to be able to get people out there and to get things—to maintain them and get them working again,” Baker said. “You obviously would like to have products that never failed.”

Don’t mistake it – the technical aspect is still the priority, as it should be. In fact, according to the 2013/2014 Service, Revenue & Training Trends Report, **74%** said that while they recognize the necessity for **soft skills training**, technical training supercedes. While soft skills are secondary to capable technical skills, it’s a definite area of opportunity to expand the skill sets of your technicians – and to shift your service model from simply getting the job done to providing a superior service experience.

“To a large extent, it comes down to the relationship that the individual field service agent builds with the customer,” said Walsh. “[Our techs] play a very important role in building that customer relationship. That’s what the customers want and expect. Today’s customers want positive relationships. They want to know that ‘If I have purchased a product, I can speak to someone who is knowledgeable about that product, someone who will come and provide service for this product that I have bought. I expect the technician will not leave until they solve the problem with the product.’ This builds trust and trust builds loyalty. Without that trust, customers may make selection decisions based on price which may not reflect your product’s true value,” said Walsh.

Companies in the field service industry are able to increase profit margins by addressing the customers’ needs. Bolstering customer experience has become the leading challenge that more and more field service organizations are grappling with. Creating competitive differentiation in the industry is not measured on how effective workers are at completing the task; It is measured by the overall satisfaction that customer has with the end result.



**INCREASE
PROFIT REVENUE**

**technical
support**



**faster
fix**

**soft-
skills**



“ I also believe customers today are much more savvy than they were before. Customers are no longer satisfied being told what they need. They know what products and services they want. They have high expectations of performance, of how it should be delivered and without question.”

- Ken Walsh, Vice President of Engineering & Operations, London Hydro



PART II

Shift in Understanding the Customer Life Cycle



Technologies may be ever changing and evolving, but the key to getting it right when it comes to customer service is to make it simple. Create simpler and easier practices to enhance your customer's experience. If you can ensure a better fix, recovery and improved capability, you will be able to deliver on your core promises that were set forth in the "buy-sell" agreement and your customer will likely reciprocate on your end. You will achieve retention; you will keep your customers for life and ensure that they will recommend your product to their friends and family.

The customer life cycle can be seen in three stages: **1) the new install** stage, when the customers are introduced to your product, **2) the upgrade** stage, where the customer upgrades on the original product, and **3) the service** stage, when the technician comes out to resolve a problem with the product. The first stage is known for having a higher Net Promoter Score (NPS); a quantifiable scale for gauging customer satisfaction. Expectations are made before the technician makes his way to the door, and are set during this first visit to the customer's home. Though customers may be new to your product, they will have certain expectations of service long ingrained in their beliefs. An important detail to note in this stage is that introducing advanced features will provide less customer churn in the long run.

1 New Install Customers:

- Expectations are set during visit
- Customers are new to the product but have certain expectations of service
- Advanced features provide less customer churn in the long run
- Top down measurement

If your business advances to the second stage of the customer life cycle, the upgrade stage of your product, you are likely to have a higher NPS with your customer. In this stage, you are afforded the opportunity to enhance features while also providing your customers with education on new technology in existing equipment. You are afforded the ability to provide advanced products.

2 Upgrade Customers:

- Higher NPS
- Opportunity to enhance features and provide education on new technology in existing equipment
- Providing advanced products
- Top-down measurement

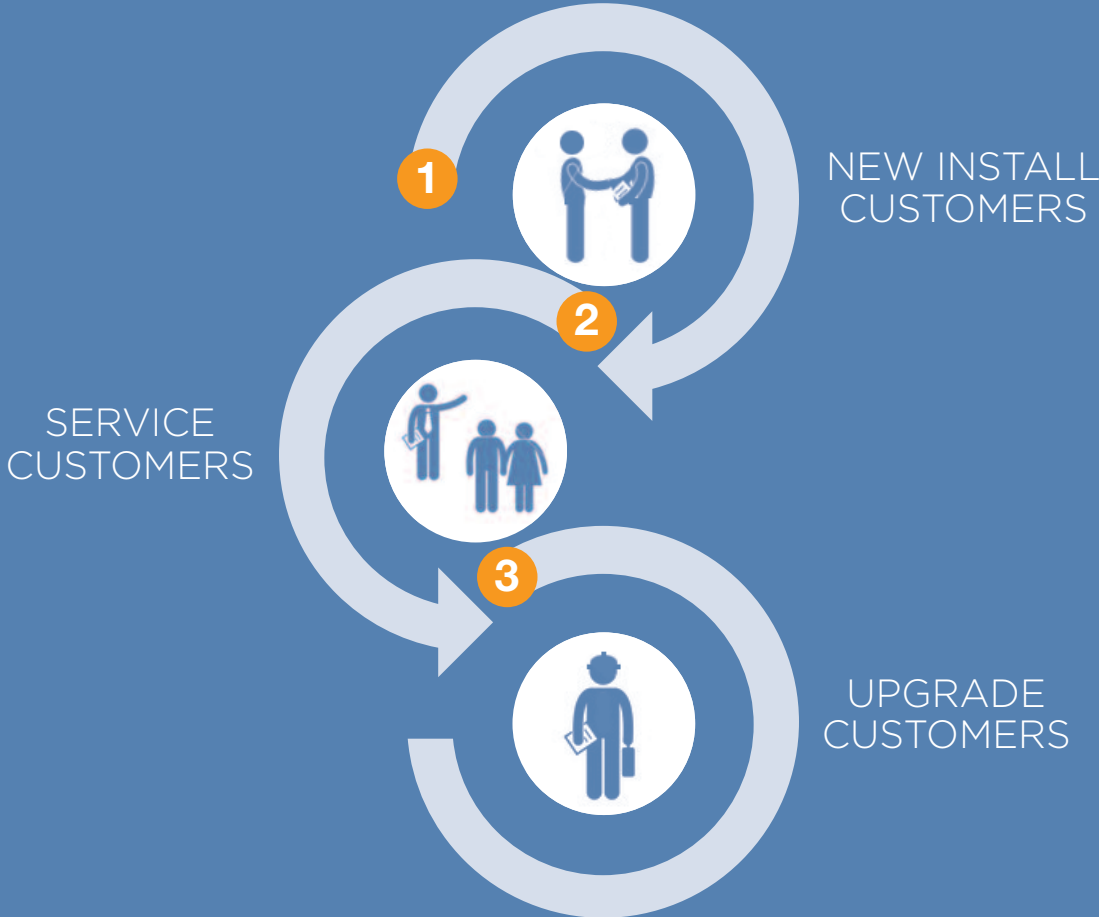
The third and final stage of the customer life cycle is the service stage, where your techs are deployed to fix an issue with your equipment. In this stage, customers tend to have a lower NPS due to the issues with the system. In this stage, it is imperative to have a "better fix, recovery and improve capability," in order to deliver on the expectations established long before your customer entered the buy cycle. Interestingly, in this stage your measurements will be delivered on a bottom-up continuum, as opposed to the other stages that are evaluated in a top-down measurement.

3 Service Customers:

- Customers tend to have a lower NPS due to issues with the system
- Better fix, recover and improve capability
- Bottom up measurement

THE CUSTOMER LIFE CYCLE

If you provide a service and customers believe that they're getting the best value out of service, that's the key.

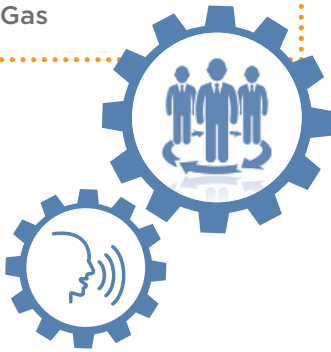


PART III

Listening to the Voice of the Customer

“ When we can speak to the customer, listen to what they need and go back to our drawing boards, we are able to revamp the product in a way to meet their exact needs. That’s quite a value proposition.”

**- Jim Saccone,
Global Field Service
Leader, GE Oil &
Gas**



Moving from “break-fix” to “value-add”

In order to be successful in the field services industry, you must go beyond designing a few really well made, beautiful products. A company’s product is only as good as the service it provides. Bob Feiner, VP Global Deployment and Field Services, Dell Inc. acknowledges that there has been a shift in the industry from purely a “break-fix” model to more of a “value add” model for service organizations.

He said:

“ It’s not just good enough to simply provide the products, you’ve got to train people on how to use your product, you’ve got to fix the product, you’ve got to have help customers install it, and you have to help customers utilize your product or software to solve their own problems. I think that’s just been a natural kind of movement from purely manufacturing to what are people going to actually use products and software for: What are the business problems they are trying to solve? That’s why I think you’ve seen the shift to more of a service led engagement.”

From the onset of your interactions, the foundation of “getting it right” when it comes to your customer, understanding that the customer is always right, is a fact that is surely known, but often overlooked.

Finding efficiency in your field force is usually seen as a means to cut back on service cost and to drive greater productivity from field workers. Yet most organizations haven’t yet understood the link between a more effective and efficient field service organization and improved customer satisfaction and profitability results. That is, until now.

Efficiency begets Profitability

In recently published research from Aberdeen, it was found that organizations with an **80 percent level of first-time fix** and above, experienced far greater customer satisfaction and retention scores when compared with those that averaged a sub-50 percent level of first-time fix. More so, the more efficient organizations experienced a **26 percent** out-performance in service **profitability**.

“When companies consider how they’re going to maintain a system, they weigh whether to do it themselves, use the original equipment manufacturer or enlist the help of a third party. There is competition for the maintenance of these machines. The customer experience depends on how effectively the technician performs, and the interaction with the onsite customer,” said Simon. “Deciding who will perform maintenance is a huge part of a company’s decision making process. It’s about having the right technician, in the right place, at the right time, with the right product.”

“ We’ve also started to think about what we call ‘least effort by the customer.’ As in, ‘How much effort does it take the customer to get their problems resolved?’ Essentially, we want to make sure that we send the right person at the right place at the right time and they fix the problem.”

- Bob Feiner, Vice President, Global Deployment and Field Services, Dell Inc.

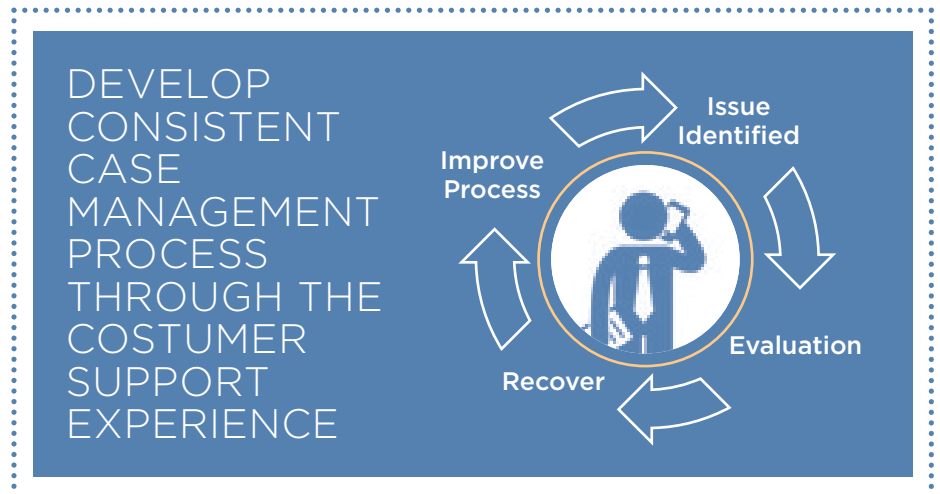


“The field service technician now is more than just a fix-it person,” explained Saccone. “They’re not just fixing the equipment but also fixing the customer as well. So they must have the ability to communicate, build relationships, and listen for growth opportunities via providing value to the customer.”

DIRECTV, a leading satellite provider, has established itself as a key leader in the industry in this respect. The voice of the customer is a lesson Baker has learned and now teaches. In a presentation he delivered at **WBR’s Field Service East** conference, he described the idea that field techs must have their benchmarks established the minute they arrive at the customer’s doorstep. From the minute the customer opens the door, the technician should clearly understand the customer’s issues and not need problems explained again. When the technician fixes the problem, he should do it on the first visit, and should take the time afterwards to explain how the issue was resolved. At the end of the service call, the technician should go above and beyond the “call of duty,” teach the customer something new about the product, and follow up after the call to make sure the customer’s needs are met. He described this as the “new normal” of customer service, and DIRECTV delivers on this promise through a four-pronged approach:

- 1 Get it right the first time.**
DIRECTV technicians are able to do this by communicating proactively as they check the systems, offer options when appropriate and offer simple additions and changes if need be.
- 2 Treat customers like individuals.**
In order to listen to the voice of the customers, the techs must treat the customer as an individual, not just as a dollar sign.
- 3 Be considerate of customers’ time.**
Technicians must look out for the customers time and set realistic expectations for the length of the job.
- 4 Showcase work and educate customers.**
As the most visible face of the company, it is important that your techs demonstrate the value of your product by showcasing their work.

Similarly, Dell is enacting a new metric when it comes to measuring customer satisfaction that surpasses the NPS, a measurement they collect after every service call.



THE “NEW NORMAL” OF CUSTOMER SERVICE

DIRECTV'S FOUR-PRONGED APPROACH:



GET IT RIGHT THE FIRST TIME.

DIRECTV technicians are able to do this by communicating proactively as they check the systems, offer options when appropriate and offer simple add-ons and changes if need be. In order to prevent future repeat service calls they program all inputs.



TREAT CUSTOMERS LIKE INDIVIDUALS.

In order to listen to the voice of the customers, the techs must treat the customer as an individual, not just as a dollar sign. Your organization must account for visibility to enable repeat free seamless handoff and react to customer cues through soft skill training, which we will touch on later.



BE CONSIDERATE OF CUSTOMERS' TIME.

Technicians must look out for the customers' time and set realistic expectations for the length of the job.



SHOWCASE WORK AND EDUCATE CUSTOMERS.

As the most visible face of the company, it is important that your techs demonstrate the value of your product by showcasing their work. They must teach the customer about the features of your product; from every channel on a television system to every setting of a high tech laser. Your techs know the capabilities of your product and it is their duty to educate the customer on the value of the product as well.

PART IV

Fostering Loyalty



“It really comes down to the value proposition. If you provide a service and the customer believes that they’re getting the best value from it, that’s key in unlocking their loyalty.”

**- Ken Walsh,
Vice President
of Engineering
& Operations,
London Hydro**

Changing Expectations

Your customers expectations for service are changing. They now expect to request and receive help via multiple channels including phone, email, instant message and mobile. They want to be able to ask questions, be fully informed on status, and achieve a resolution – 24/7, and on any device. Your challenge – and that of your organization – is to meet the growing demands of hyper-conscious, hyper-connected customers. That means customer service operations must provide accessibility and transparency for customers in an environment that is highly productive and growth friendly, but cost manageable.

The basics of customer service are known throughout the industry, yet often overlooked. As Jennifer Lescallet, Senior Director of North America Service & Support, Affymetrix said at WBR’s Field Service USA conference, “The customer, after all, is the reason we are all here. We need to get ‘back to the basics’ when it comes to customer experience.”

Make it Simple

To please your customers, you must make the process really easy for them.

“We find that the more you can reduce the effort that a customer has [to go through], the more loyal they are, and the happier they are,” said Feiner. “This could be as simple as the ability to order parts. If you know what part you need to fix your laptop, you don’t want to have to go through the process of talking to somebody on the phone or through different channel; you just want to have the ability to order it. We’re enabling that. I think people see the benefit of self-service and there’s a benefit to us as well – and that is a happier customer with lower contact costs and higher degree of loyalty.”

“Another aspect of a successful relationship between the supplier and the customer relates to driving value. In this avenue, you are saying ‘I am going to help you get more enjoyment from the product you’ve purchased or say, in the case of electricity, help you use the product in the most efficient way possible.’ London Hydro aims to help customers not only with products, but also with understanding how to conserve energy, how to use energy more efficiently, and how to get the most value for the dollar. “It really comes down to the value proposition,” said Walsh. If you provide a service and the customer believes that they’re getting the best value from it, that’s key in unlocking their loyalty.”

Savvy company executives know that some of their greatest and most enduring assets are the relationships they form with their customers.

What’s the true value of customer loyalty? The “smart companies,” industry executives agree, are the ones that focus on customer satisfaction and loyalty and then realize that revenue is a result of that.

Gone are the days when you know customers will quietly sit by and take the product in the manner that you give it to them. They have demands about how they expect the product to be, not only what the product is, but they have demands and very high expectations of how it should be delivered and after service.



Consider this: According to a report released by MIT entitled, “How to Drive Customer Satisfaction,” a small increase in customer loyalty can make a big difference regarding a company’s profits and its bottom line. McDonald’s, for example, calculated back in the ‘90s that one additional visit per week by “heavy users” would boost annual sales by more than \$10 billion dollars.

Understanding customer needs and tailoring programs throughout the customer lifecycle fosters strategic relationships. Similarly, companies are not only able to predict, but prevent customer attrition by interpreting and acting on the voice of the customer, which reduces erosion to the bottom line while simultaneously deepening existing relationships with the customer. Thus, by using these strategies, it better positions the company for accelerated growth during improved economic times.

A SMALL INCREASE IN CUSTOMER LOYALTY CAN MAKE A BIG DIFFERENCE



= **\$10B**

ONE
ADDITIONAL
VISIT PER WEEK
BY “HEAVY
USERS”

BOOST
ANNUAL
SALES BY MORE
THAN \$10 B
DOLLARS



“ We’ve also started to think about what we call ‘least effort by the customer.’ As in, ‘How much effort does it take for the customer to get their problem solved?’ Essentially, we want to make sure that we send the right person at the right place at the right time and they fix the problem.”

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PART V

A Value Proposition They Can't Refuse



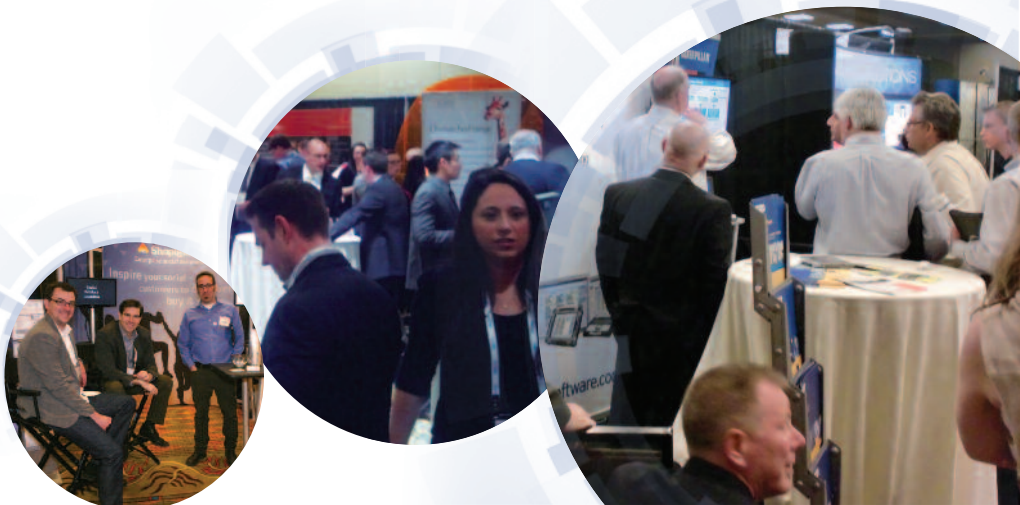
Understanding customer needs and tailoring programs throughout the customer lifecycle fosters strategic relationships. Using these strategies, companies are not only able to predict, but prevent customer attrition by interpreting and acting on the voice of the customer, which deepen existing customer relationship and protect your companies' bottom line

A “one size fits all” approach is no longer adequate, Walsh notes. This belief is not confined to London Hydro but across industries and services. Businesses must find ways to tailor their products, services, and customer experience to meet the needs of individual customers. Saccone of GE Oil & Gas noted that while the conglomerate is known for its products, GE’s utmost value is being able to deliver on customers’ needs. “We can provide highly customized solutions, which gives us a pretty good advantage,” Saccone explained. “When we can speak to the customer, listen to what they need and go back to our drawing boards, we are able to revamp the product in a way to meet their exact needs. That’s quite a value proposition.”

Dell is also well known for adapting product offerings and services to the needs of its customers. The company advises technicians not to sell but rather to help customers solve their problems. “We want our technicians to understand the customers’ needs—some of which the customer may not even have realized they had,” Feiner said.

Other companies, like London Hydro, known for its pro-social initiatives and collaborative workplace, have done a tremendous job of clearly defining who the company is and what it stands for at the core level. When all employees understand this, the company can rely on its field technicians to make decisions on what to do or not to do at the field level. Walsh said:

“ In the past twenty-five years, we’ve evolved from an autocratic type of management system into one that is more collaborative. Where everybody who works on the job has a role to play in finding the best ways to get the work done. Not to say that we didn’t have a say before, but the whole industry has moved in that direction. [At London Hydro], we have focus groups and teams where everybody has an input. It’s for the better, for sure. People feel more valued and this spills over into the delivery of customer care. We are more customer-centric than ever. This is not to say that we don’t care about our system. Safety, reliability and efficiency are paramount but we care in the context of service to our customers as well.”



CONCLUSION



“ We’ve evolved from an autocratic type of management system into one that is more collaborative; where everybody who works on the job has a role to play in finding the best ways to get the work done. People feel more valued and this spills over into the delivery of customer care. We are more customer-centric than ever. This is not to say that we don’t care about our system. Safety, reliability and efficiency are paramount. But we care in the context of service to our customers as well.”

**- Ken Walsh,
Vice President
of Engineering
& Operations,
London Hydro**

Customer experience has dramatically changed the scope of field service's responsibilities. Garnered from over decade of experience with the customer in mind, the set of best practices defined by the leaders of the industry are essential for navigating the new landscape of service. In order to be successful, companies must be able to deliver on customer expectations, understand the customer life cycle, listen to the voice of the customer, foster customer loyalty and find a value proposition that their customers cannot refuse.

Companies looking to build and maintain a loyal customer base need to keep in mind that there is no “one size fits all” solution for their customers, and need to acknowledge that different drivers affect customers’ attitudes. For each factor, best in breed companies should measure, benchmark and compare their performance against different metrics such as customer performance, the company’s overall goals and the performance of major competitors. It is only through this analytical method that a company can gain real insight and early warning that will enable service executives to make adjustments to their relationship strategies to meet and exceed their customers’ needs.

Executives agree this is the way forward. The field service industry has shifted and the responsibility of field service executives now extends well beyond product repair. When crafting your service strategy, craft it in the context of your customer. “What do they want? What do they need? What do they expect?”

The field service industry has, in fact, reinvented the wheel as something that is better than the tradition cylindrical model – something faster, more stable and something that is continuously evolving for the better; one service call at a time.



ABOUT ASTEA INTERNATIONAL



"This is the only conference of its kind. As I get the opportunity to speak to a good cross-section of companies that come from many different industries, to understand what kind of concerns they have, to find out what their needs are. That helps us not only find leads, but also helps us drive the future direction of our product. Field Service's main advantage is that it allows us to have a window into top processes, people, tools and initiatives in the space. We have the opportunity to benchmark best practices and new ideas from a cross-industry perspective."

**- Debbie Geiger, VP,
Global Marketing,
Astea International**

ASTEA

SERVICE SMART.
ENTERPRISE PROVEN.

Astea International (NASDAQ: ATEA) is a global provider of software solutions that offer all the cornerstones of service lifecycle management, including customer management, service management, asset management, forward and reverse logistics management and mobile workforce management and optimization. Astea's solutions link processes, people, parts, and data to empower companies and provide the agility they need to achieve sustainable value in less time, and successfully compete in a global economy. Since 1979, Astea has been helping more than 600 companies drive even higher levels of customer satisfaction with faster response times and proactive communication, creating a seamless, consistent and highly personalized experience at every customer relationship touch point.

www.astea.com Service Smart. Enterprise Proven.



[See more Astea in the news](#)

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ABOUT FIELD SERVICE



Field Service is the leading service and support event that attracts senior-level service and support professionals from 15 different manufacturing industries including Aerospace, Medical Device Manufacturing, Hi-Tech Electronic, Semi-Conductor and Capital Equipment, Construction, Automotive, Telecommunications Equipment, Energy, Industrial and Agricultural Equipment and more!

Field Service tackles the latest strategies in core service functions including mobility, workforce management, technical support and knowledge management. Additionally be sure to gain as much insight to the new areas hounding service and support professionals all over the world including innovative developments in increasing service revenue, customer soft-skills, technician utilization, developing service leadership and effective mobile resources management.



[See more in the news](#)

The Field Service Blog, launched April 2013, serves as a source of exclusive content generated by and for the Field Service Industry leaders. Every week features new articles on what's happening in the industry, how to educate ourselves about best practices and challenges, and how we can use this information as leverage for our own businesses in the competitive Field Service space.

The Field Service Blog features articles, weekly polls, interviews, how-to tips and Q&A's from the leaders of the field on the following topics: service revenue, mobility, integration, proactive/preventative services, and bridging the talent gap in your organization, to name a few. Stop on over to the blog and watch out for our annual benchmarking report to see how you measure up to your peers. Procured and provided exclusively for our attendees.



Free exclusive content, social networking and the best kept secrets to service, from leaders in the field service industry.

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ABOUT WBR/WBR DIGITAL



WORLDWIDE BUSINESS RESEARCH

WBR is the world's biggest large-scale conference company and part of the PLS group, one of the world's leading providers of strategic business intelligence with 16 offices worldwide. Our conference divisions consistently out-perform their industry sector competitors on the quality of the events we produce and the relationships we nurture with both attendees and sponsors.

Every year over 10,000 senior executives from Fortune 1,000 companies attend over 100 of our annual conferences – a true “Who’s Who” of today’s corporate world. From Automotive events in Bucharest to Logistics conferences in Arizona to Luxury conferences in New York and Finance summits in Hong Kong, WBR is dedicated to exceeding the needs of its customers around the world.



In addition to our industry leading conferences, our professional services marketing division, WBR Digital, connects solution providers to their target audiences with year-round online branding and engagement lead generation campaigns. WBR's marketers act as an extension of your team relieving strain on your internal resources while promoting your brand and solutions to your prospects. Solution providers can target identified accounts or relevant industry/function segments of WBR's entire global database of over 500K senior-level decision makers.



Make your mark in the Field Service industry. Be a part of next year's audience at one of our 2013/2014 events.



"I think that the Field Service conference this year, 2013, has been a great event. You can gain a lot of insights when you come to a conference like this. It's multi-industry, so you get a lot of different perspectives, you're myriad in what you do day in and day out, so it kind of opens your mind to other ways to do things. There's a lot of great technology, and a lot of different solutions that can augment field service organizations that I've become accustomed to here. And the last thing is the networking, right? One of the greatest benefits is talking to peers about how are they tackling the challenges that you yourself are facing, because once again they open your mind and give you different ways and ideas to do things. So I would recommend for any field service professional to attend one of these events. I think you'll get a lot from it."

-Jim Saccone,
Global Service Leader,
GE Oil & Gas



February 10-12, 2014 | Rancho Bernardo Inn, San Diego, CA

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April 22-25, 2014 | Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

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June 2-4, 2014 | Toronto, ON

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September 15-17, 2014 | The Westin Buckhead Atlanta Hotel - Atlanta

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October 20-22, 2014 | Movenpick Hotel Amsterdam City Center, Amsterdam, Netherlands

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October 28-30, 2014 | Rancho Bernardo Inn, San Diego, CA

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