

# Customer Case Study:

## Europe's leading vending & coffee services company



## DELIVERING RELIABLE SERVICE TO 46,000 HAPPY CUSTOMERS WITH FMP360

### THE ORGANIZATION

Founded in 1957 in Switzerland, Selecta is Europe's leading supplier of self-serve coffee equipment, snack vending machines and hot-and-cold-beverage dispensers, serving 12 million people in 16 countries every day.

- In addition to installing and maintaining vending and dispensing equipment, the company also offers top-quality coffee from its own roasting facilities as well as through partnerships with Lavazza, Starbucks, and Pelican Rouge.
- Selecta Netherlands serves 46,000 customers with 88,000 assets, providing technical as well as operational services.

470 field technicians and 70 planners and call-intake specialists ensure that Selecta's customers always have right equipment and the right products to serve their employees and guests the coffee and snacks they have come to rely on.

### THE CHALLENGES

Selecta Netherlands and its 46,000 customers operate under the terms of 60,000 unique service contracts covering 88,000 assets. Every contract detail needs to be readily available and every asset at every location must be properly registered, so that if a coffee dispenser or vending machine fails, call-intake staff and planners can dispatch a technician to promptly repair it (often within four hours).

- Selecta had successfully used a Gomocho digital solution (a precursor to FMP360) for many years, but faced a business-continuity risk due to old handheld devices and

infrared modules, unavailability of replacements, and retirement of key IT knowledge.

- The use of handheld devices is key to supporting Selecta's field services and its invoicing processes.
- The company faced prohibitively high costs for refurbishing or replacing outdated hand terminals; hiring a new IT specialist to keep the system running was also prohibitively expensive.

Failure to upgrade or replace its existing system meant that data quality would decline and error-correction activities would increase. Additionally, there would be no platform to conduct process-gap analyses, which could result in loss of control over goods. Selecta did not want to risk damaging its reputation as Europe's leading provider of vending and coffee solutions, so the decision was made to replace the old system.

### THE SOLUTION

Regaining reliable field management service was possible with Gomocho's FMP360. Call-intake staff and planners now have at their fingertips all the details associated with customers, contracts and assets so they can properly prioritize service calls and dispatch the right technician at the right time.

- No significant back-end changes were necessary to prepare Selecta's back office AS400 system to migrate to FMP360.
- FMP360's "no coding necessary" architecture was an important factor in deciding to implement the solution, because it made the switch to the new platform fast, smooth and cost-efficient.

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- The ability of the FMP360 App to run on current-model consumer mobile devices is a distinct benefit, because these devices are less expensive and simpler to use than the ruggedized Motorola MC9000 devices that Selecta had used in the past.
- The automatic prioritization of jobs and response times is now possible, speeding the creation of work orders, because all pertinent details of the 60,000 unique contracts are registered in FMP360.

Because of their ongoing relationship, Selecta was familiar with Gomocha’s shoulder-to-shoulder collaborative process, which the companies again followed to ensure that Selecta could “go live” with FMP360 within just a few months of the time the project was launched.

## THE BENEFITS

FMP360 enables field technicians, planners and call-intake specialists to work more efficiently and with fewer errors and delays.

- Prioritizing work orders and providing response-time guarantees – based on contract details registered in FMP360 – enables Selecta to ensure that every order and every customer receives the right level of attention.
- The FMP360 Mobile App is extremely user-intuitive, so learning how to use the app is easy. Even those users with no smartphone experience learned – in just four hours – how to execute their work on the app.

- The FMP360 App runs on Samsung Galaxy J5 devices, which technicians can also use make calls, send text messages and navigate to job sites – improving productivity and helping ensure that technicians are satisfied with their working conditions.
- Back-office staff can now see field technician locations on a map, which lets planners assign work orders to the best technician available to handle urgent service requests.
- Easy integration with the already existing AS400 back-office system lets Selecta reuse large portions of the already-existing interface – minimizing costs and shortening the time between planning and launching FMP360.

The entire team at Selecta is now equipped with an innovative solution that enables them to carry out their work quickly and accurately, bolstering Selecta’s image in the minds of its customers as a continuously improving organization.

Selecta is fully satisfied with FMP360. The solution is flexible and easy to reconfigure in the near term in response to changing processes and workflows. And because FMP360 updates are released on a regular basis, FMP360 is future-proof, enabling Selecta take advantage of new features as they become available.



***“Gomocha has a ‘no-nonsense, get-things-done’ approach to implementation. They delivered a fully functional solution within four months, the go-live process was smooth, and they continuously improve the platform with new features.”***