



# Field Service Case Study: A well-known beer brand, based in the Netherlands

## THE ORGANIZATION

Headquartered in Amsterdam, Netherlands, this well-known beer brand consists of five total service departments. From tap installations, planning small to large scale event gatherings, designing and customizing decorations of rented space, to the drinks including the staff – this brand provides its customers with an all-encompassing service model.

## HIGH-LEVEL OVERVIEW

The leading technical specialist requires consultation services facilitated by the planner to provide customers with the correct tapping installation needed for a given occasion based on their specific needs. Once this information is processed, fitters are arranged for the installment and maintenance of the tap installation and make any corrective actions to repairs needed on-site. In addition, the appropriate Call Center allows for repairs to be reported 24/7, leading to the scheduling of over 2750 orders per month with over 40 technicians available.

As follow-up maintenance the company guarantees the quality of every tap installation. A service is scheduled to the required location for a routine cleaning every four weeks (depending on the assessment of total consumption used). Technicians also carry out minor technical maintenance in this service call and include any required materials. In total, service calls are between 6 am to 5 pm with over 5,600 orders per month and only 46 technicians available.



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## THE CHALLENGES

When the company first contacted Gomocha in 2013, both service departments worked with a paper solution. Unfortunately, this process caused many errors and delays of registering and invoicing time and materials for the planning and field service processes. As a result, the departments experienced a constant displacement of crucial time-sensitive information, lost productivity, and prolonged invoice-to-payment cycles.

As a longtime customer, the brand first used the digital mobile solution Field Vision, a predecessor to FMP360 from Gomocha. Field Vision introduced a mobile solution running on Windows Mobile 3.5 devices, including an automatic scheduler. This environment was also connected to their ERP application for materials and invoicing registered time. The brand was one of the first customers to implement Field Vision, but this platform was only designed for Windows Mobile 3.5 devices.

However, as time passed, Windows Mobile 3.5 devices became unreliable, and replacement devices were not available. The brand, therefore, needed to re-evaluate their current processes and update their current standards. As they switched to modern Android devices, it was important that the new mobile field service solution ran on different devices with different operating systems.

Additionally, they wanted to introduce payment features within the field service tool so that payments could be registered immediately during the technician's visit.

Moreover, implementing an automatic scheduling feature was extremely important to the brand to optimize current routing and scheduling processes fully. In large cities, strict location access is permitted within a small timeframe, giving field technicians a short period to complete installation and maintenance orders.

## THE SOLUTION

Due to the smooth implementation and use of initial versions, the brand and Gomocha continued to work together and launch a customized, digital, real-time solution. The brand benefits from Gomocha's current SAAS platform, working with the most recent version of Gomocha's Field Service Platform.

The platform's integrated automatic scheduling and mobile app guide the brand technicians step-by-step as they install or repair tap installations. Planners then can focus on ad-hoc orders, as most scheduling processes are automatic. Furthermore, this decreased the number of planners required and resulted in a 100% increase in orders scheduled within the SLA, leading to a high customer satisfaction rate and increased revenue.

Gomocha provides additional flexibility on top of the Microsoft Enterprise Resource Platform. The seamless integration of information flows allows the brand to benefit from the best of all worlds.

In addition, Gomocha runs on Microsoft, ensuring a secure and reliable architecture that reduces the risks of vendor lock-in and accelerates the adoption of change.

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The standard Field Service User interface from Gomocha brings the best practices across different industries, making the useability a true benefit.

## THE BENEFITS

After the brand implemented the platform, the field service technicians and back-office staff experienced streamlined dispatch scheduling. This dramatically increased the productivity flow of the organization, including the following:

- A flexible system that gives the brand the ability to change and optimize processes easily when new updates are available.
- With every update, both departments experienced automatic updates that support and optimize field service processes.
- A decrease in the number of planners required due to the automatic scheduling feature. At the same time, most of the maintenance schedule is also done automatically.
- The advanced scheduling feature also decreased the distance and travel time required per day, allowing for an increase in daily completed orders and customer satisfaction.
- With an influx of registration data in the platform, the brand was able to streamline business processes based on real-time data insights. This is especially important when new updates become available, as it improves the brand’s mobile processes on-the-go.
- Improved service performance indicators gave real-time insight into each technician’s field performance. With a birds-eye view of performance, the brand uncovered hidden efficiencies, reduced wasted time, and improved workforce performance.

- Specialized system components ease the deployment of change in the evolving field service operation of the brand.
- The usability out of the box is a great starting point for user adoption and eases the implementation of a digitization strategy.

With Gomocha, the brand knows they have a partner providing White Glove Service in the efforts to digitize the field service processes. As a result, the quality of service, the performance insights, and the predictable service outcome have all matured into a better operational overview helping senior management make better decisions.

## ABOUT GOMOCHA

Gomocha is the field service platform for forward-thinking field service operators. In its decades-long history, Gomocha has gained keen insight and expertise in Field Services by focusing on supporting digitalization in the ever-changing environments in which customers operate. Gomocha has offices on the East and West Coasts of the United States and in The Netherlands.



*“Gomocha showed us that they not only understand our business, but they showed us through real insight and real data how to improve our business.”*

**Program Manager, Business Change**



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