# BUSINESS INTELLIGENCE – AN ESSENTIAL FOR SERVICE MANAGEMENT SOFTWARE

## Optimize your Operational Efficiency

**FIELDPOINT SERVICE APPLICATIONS**

# BUSINESS INTELLIGENCE – AN ESSENTIAL FOR SERVICE MANAGEMENT SOFTWARE

## Optimize your Operational Efficiency



Business intelligence applications are designed to help leverage data by generating analytical reports, using any combination of Key Performance Indicators that are unique to a business. Information generated can be used for strategic business planning around trends, budgets, resources, targets and areas to focus on driving performance in the future.

Service management tools have become a key success factor in field service management and BI is on its way to becoming an integral add-on. A good service management system coupled with BI capabilities, can quickly analyze large volumes of complex and detailed data for exceptions and trends, without having to invest huge amounts of time investigating processes and asking IT to write additional reports that can be deemed outdated very quickly. That time can now be used to focus on leveraging data to determine where the ROI can be found.

The past few years have shown a conflux of Service Management and Mobility, which has emanated the capability to deliver data derived from analytics anytime, anywhere. Executives, service mangers and field technicians have become proficient and at ease with using smart technology to produce and analyze information derived from business activities, as well as communicate it.

There is an emphasis on business-driven BI and analytics - data assets play a huge role in business decision making; business users want more data and more control over how they access, analyze, present and share it. Now BI can be deployed more efficiently across enterprises with fewer IT resources – the application accelerates time to value, lowers risk, better utilizes existing data including CRM and ERP systems.

## BENEFICIARIES

The executive and senior management – It is mission critical for senior management to have insight into real time KPI's and access to crucial operational data to gain visibility into revenues, profitability and leakages. Your service management system needs financial integration to billing, inventory and purchasing to generate regular reports for views on revenue, cost and margin analysis.

This can now be combined with service operational data. For instance, take the number of projects, service calls and contracts, categorize them into your different services offerings and this show revenue, cost and margin changes at a much deeper level. At a high level there may be a positive revenue trend, but when you drill down to the service offering source, you see margins eroding rapidly. Prices have not changed, but you see costs are rising. Drill down further to investigate those service calls, and you may need to address technician skills, part cost, or travel expenses to bring margin back up to speed.

Field service managers, project managers and technicians - They need to have a precise comprehension of the customer base and access to current real time and historical data so that they can effectively profile their customers to increase productivity in the field, enhance customer experience and manage risk. BI tools can help service managers get intrinsic views presented on a dashboard - this can aid in tracking SLA analysis, repair times, resource utilization and parts consumption. If the manager determines that there is a trend of high parts usage, the tool can be used with the drag and drop function to see which assets are the source of the trend. A project manager who is seeing an influx of new projects on their dashboard, can alternate to another BI view to see what capacity restraints exist, and can use this data for future capacity planning. This of course would only be available if your service system has the capability of tracking future resource assignments on existing projects.

Technicians benefit from the BI analysis tools by gaining access to personalized views of their time utilization, call volume and customer feedback. Now that mobility is a big part of service management, they can actually leverage this information in real time, while on the road.

Sales management and personnel – An efficient sales team needs access to customer data in real time to apply customer analytics and use reports to determine what their future sales strategy and nurture campaigns would consist of. They could also generate custom views on the number of repair calls, determine the areas where the tickets are being generated and get insight into funds being allocated to these repairs. This information can be leveraged to make product modifications or upgrades as well as determine if it would make more financial sense to implement a preventative maintenance program.

## BENEFITS OF BI

- You don't need a technical background to do queries and you can leverage visuals to recount an analytical story. A superior graphical interface can make analytics more impactful and simpler to assess. You can extract from multiple data sources simultaneously and create interactive graphs that shows data collected from assigned timelines

- Real-time access to data opens up to the potential of improving operational efficiencies. It also enables users to gain visibility and insight into business performance, processes and customers. This would result in better decision making, being able to identify opportunities/threats and adopt best practices in the field.

- Flexibility and drill downs allow the user to go deeper into more specific layers of the data being analyzed and see what makes up the figures they are analyzing. For example, by drilling down you can see how long the field technicians are actually taking to complete a task versus the projected allocation time and this can help make an executive decision to reduce allocated time per technician, hence reducing operational costs.

- Advanced filtering and security can give every member of your organization access to this BI module without a worry of breaching data access rights. Hence advanced data-driven decisions can be made based on real-time information, and views can be saved and published for future use by other team members.

- Exceptional intuitive dashboard views and reports deliver the intelligence you need to minimize non-productive activities. Operations can be evaluated on a high level holistically or go into as much granular detail as needed. The visual presentation of data in the BI dashboard is easy to understand and allows to filter by service type, individual or any other data point collected.