

HOW TO

Deliver perfect service with integrated field service and logistics





Can you deliver perfect service—every time?

Customers expect a unified experience, both when they buy products and when they need service and support. But successfully managing service scheduling and delivery requires precise orchestration, and with so many different business functions influencing the customer experience—from sales and fulfillment to field operations, logistics, and more—you need to connect your data and processes across your business to ensure a seamless customer experience and the best service outcomes.

Because of the level of service complexity and the degree of accountability, it is even more critical for industries such as industrial and high-tech manufacturing, medical devices, telecommunications, and utilities to optimize service outcomes—and ultimately ensure customer satisfaction—by adopting digitally connected front- and back-office applications.

Oracle's service logistics solution connects customer service, field service, order fulfillment, and logistics to make sure that the right technician arrives at the right customer location at the right time with the right parts—so you can deliver perfect service, every time.

Did you know?

By 2025, over 50% of equipment manufacturers will offer outcome-based service contracts that rely on access to digital twin data, up from less than 20% in 2019, according to Gartner.*

- **Industrial original equipment manufacturers (OEMs) can apply data analytics to increase service-to-sales performance, gaining an estimated 5% to 15% increase in sales,** and a 20% to 40% increase in customer satisfaction, according to [McKinsey & Company](#).
- **75% of B2B companies view subscription capabilities as a valuable way to differentiate their offerings,** according to a research report published by [Oracle and Mirakl](#).
- **By 2025, over 50% of field service management deployments will include mobile augmented reality collaboration and knowledge sharing tools,** up from less than 10% in 2019, according to Gartner.*

*Gartner, "The Future of Field Service," Jim Robinson and Kristian Steenstrup, December 6, 2019.

Ask yourself if any of the following scenarios apply to your organization:

- ① Different functions—such as sales, forecasting, service dispatching, field operations, fulfillment, and logistics—operate in silos, each focused on individual goals rather than serving customers in a cohesive manner.
- ① It's a challenge to ensure the right technician and the right parts arrive at the right customer site on time, every time.
- ① It's challenging to manage returns or exchanges, or to quote new businesses, or upsell subscriptions.
- ① Using disparate applications to manage service requests, scheduling, routing, staffing, order fulfillment, logistics, and billing results in inefficiency, high costs, order errors, low productivity, and a low first-time fix rate.
- ① Your mobile workers are unable to order parts; access inventory, warranty information, and contracts; and provide accurate billing.



What would success look like with integrated service and logistics?



① **Efficient field service management**

Companies can dispatch the professionals who are best suited to serve a customer based on expertise, location, and availability. Mobile devices with connected dataflow allow field staff to access internal resources, including order data and inventory and billing information.

② **Improved customer satisfaction**

To increase first-time fix rate, integrated applications ensure the right parts are delivered to the right location in time for service. With mobile access to real-time data, service staff can optimize service outcomes by recommending the right products, services, and subscriptions to meet customer needs.

③ **Unified customer experience**

Integrated service and logistics applications provide a 360-degree view of each customer, allowing service providers to create personalized offers, orchestrate and fulfill orders, and update the network and billing in real time.

How Oracle can help you

- ✓ **Connect front- and back-office applications** to ensure the right service staff and parts arrive at the right location on time. The connected dataflow allows your mobile workforce to access real-time inventory reports, contracts, and logistics and billing information, enabling them to provide better service.
- ✓ **Digitize your service processes** to improve customer experience, reduce costs, and capture new, predictable revenue streams. Oracle Cloud Applications seamlessly connect your data, workflows, assets, service teams, inventory, logistics, contracts, subscriptions, fulfillment, and revenue management.
- ✓ **Build an always-on, predictive service** by leveraging AI, machine learning, and a strong digital user experience to optimize service outcomes. Adopt process automation and knowledge management tools to improve self-service capabilities and speed time to resolution.

“Service transformation significantly changes how we conduct business with customers in the service environment every day. We see service leaders in all regions across different lines of enterprise working together on a daily basis to cross-pollinate their collective ideas on service improvement and deploy those ideas for customers. It’s motivating to see service teams across the globe help each other to serve customers, which didn’t happen in the past.”

—**Robert Roe**

Vice President of Information Technology, Johnson Controls

Three steps to help you deliver perfect service



Step 1

Focus on customers. Unify service and logistics processes to optimize the customer experience throughout your end-to-end service lifecycle with integrated front- and back-office applications.

Step 2

Identify bottlenecks and manual processes in your field service and fulfillment operations. Adopt digital technologies and tools to empower your employees with the information they need to efficiently deliver superior service.

Step 3

Conduct an inventory survey of your existing systems and applications; map your technology requirements to your business objectives; and consider a solution that enables you to replace one system at a time instead of replacing all your systems at once.

To learn more about how you can deliver perfect service, visit our [Unlock Continuous Innovation](#) page or take a product tour.

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