

# Asset Based Field Service for utility operations

## The Convergence of the Physical and the Digital

### Digital transformation and new possibilities for utilities operations

The utility industry has been in the midst of a historic transformation. Modern industry challenges have outpaced legacy technology systems – most simply cannot handle the data/business/process complexities of today’s utility. As the industry continues at this rapid pace of change, utilities are looking at “traditional” functions and realizing that the key to long-term success is to embrace digital transformation as a critical business initiative. Utilities must be ready to adopt new technologies and use those technologies to uncover value. But transformational technology innovation is not traditionally the first thought that comes to mind for more “traditional” areas such as utility operations and field management.

During a time where operations needs have been increasing, and budgets have been shrinking overall, this intersection of worlds has brought us to a watershed moment. Advancing technologies are enabling utilities to become more efficient and customer focused, with the capability to utilize more information as fuel to drive those initiatives and goals forward. Some clear examples in field service include optimized supply chains and predictive modeling that reduce waste and increase agility. Concurrently, other changes have been

unfolding to support this new transformation, such as consolidation in business intelligence, ERP, and customer experience technologies.

Our greater world is finding us in a new digital world where data and information drives everything. And yet, despite having advanced digital capabilities managing everything from our business pipelines, to financial forecasts, marketing recommendations and more, service has primarily remained unchanged. Up until now it has remained customer initiated. The proliferation of mobile devices had become a source of contention in the boardroom with new digital customers who have different expectations not only with regard to service, but with how they interact with brands and organizations entirely.

### So, where from here?



# Field Service Tomorrow – The Convergence of the Physical and Digital

The rise of the digital age and the experience economy will continue to deliver innovations across every aspect of our lives and economy. Customers are not only willingly providing a tremendous amount of information about their behaviors and preferences, they are now using connected assets that transmit data to service providers/manufacturers. This has resulted in the convergence of the physical and digital, which will create new opportunities for Field Service organizations.

## This creates new challenges

What is the new normal for Field Service and what are the implications of these challenges regarding what needs to change in order to streamline operations and reduce costs? Four challenges rise to the top when you consider what Field Service leaders are facing today.

**1. Mastering complexity in service and Field Service** – This includes providing a new range of tools to digitize everything along the customer journey. It includes a connection across utility applications, but more importantly for Field Service, a connection between front and back office applications to provide mobile workers with key insights into information about supply chains as well as access to ERP applications in order to initiate invoicing, access accounts, and more.

**2. Everything is connected** – The idea that Field Service organizations can operate as they did in the past is over. Gone are the days when customers will accept the old break/fix model which involved customers being the initiators of Field Service engagements. A connected world means connected assets, which provide a tremendous amount of data that gives Field Service organizations the ability to proactively manage assets before it's apparent there might be a problem.

**3. Keeping employees and customers engaged and informed when it comes to outages or service disruption** – Transparency might feel like an overused term but when we talk about the Field Service organizations of tomorrow, transparency will become an expectation.

Customers expect visibility and immediacy and employees are no different. Mobile tools that provide visibility into the mobile workforce and that assist with collaboration and knowledge transfer will be key to transformation.

**4. Delivering on growth demands** – Digital transformation comes with benefits too, especially in easing the weight of heavy operations costs, by enabling greater efficiencies – now and with more strategic decision-making and future planning capabilities. Connecting front and back office applications will finally provide the only in-person face of a utility as a means to deliver on all customer requests and operations needs.

# It's time to think differently

It's clear from a utility's perspective that customers expect excellence and minimized service disruption. Field Service organizations also need to leverage technology to help the mobile workforce do their job better.

Although you may not be able to anticipate a customer's view toward your utility, you can be mindful of the assets under your management and how you deliver based on your service level agreements. You can do that by paying attention and constantly listening and adapting to the digital signals captured from these connected devices in order to assess service needs and proactively fix issues before they become problems—using a data-first approach. These assets are transmitting data continuously without human intervention. And it's up to service providers to collect, understand, and most importantly act upon that data.

## But that's easier said than done when Field Service leaders:

- Have difficulty delivering a total view of the field to the entire business and customers
- Can't predict, respond, and proactively manage utility assets
- Don't have the tools in place to empower mobile resources to resolve problems quickly
- Are not able to intelligently automate and schedule the mobile workforce
- Are plagued with disconnects between front and back office applications

### What Stands in Your Way

- ⚠ Disconnected systems and processes
- ⚠ Outdated and heavily customized technology
- ⚠ Inefficiencies caused by siloed knowledge and expertise
- ⚠ Empowered customers that are innovators

### Notes From the Field:

British Gas is one of the largest gas and electricity providers in the United Kingdom, serving approximately 12 million homes and 500,000 businesses across the country. They implemented Oracle Field Service as the one all-encompassing solution to replace eight different scheduling solutions they had been using to manage field teams. They aim to vastly improve efficiencies and have seamless ability to effectively capture appointment and scheduling data to be able to complete more appointments per day and reduce unnecessary visits.

# Imagine if you could...

“The system was paid back within a year. It is something we show our clients and potential clients. We feel it gives us a competitive advantage.”

**Andy Carter**

Head of Business Process Improvement,  
Morrison Utility Systems

Imagine if you could transform your utility and field service organization to redefine Field Service from an inbound break/fix model into a model that allows you to serve customers in their immediate time of need, both quickly and efficiently. Or, be able to predict when they will need service, enabling you to create proactive relationships, as well as more cost-effective operations work models. Imagine a world in which you are able to delight customers and inspire loyalty with a level of service that puts the customer at the center of every service interaction in real time!

Consider the impact your utility can make when you retool your operations to connect the digital and physical world, ensuring accuracy, consistency, and efficiency—all while leveraging data to deliver on customers’ ever-increasing expectations.

**These are the ideas that will drive utility success in our new connected world.**



## Consider the Possibilities

Work in real time to react quickly in any situation

Proactively manage assets using IoT and AI

Empower your workforce with advanced mobile tools

Leverage proprietary time-based, predictive and self-learning scheduling and routing

Connect field to other utility systems, as well as supply chains, inventory, contracts, and billing

# Key success indicators for today's utility operations

When you have the tools and technology to effectively manage assets under management, and modernize your mobile workforce, you're able to redefine what service means and build even stronger relationships with your customers.



**Deliver a total view of the field** to your entire utility and customers



**Predict, respond and proactively** manage assets



**Empower your mobile resources** to work faster and more accurately



**Intelligently automate** and schedule any mobile workforce



**Close the loop on service** by allowing your mobile workforce to better serve customers

## Notes From the Field:

Naturgy (formerly Gas Natural Fenosa) is the largest gas and electricity company in Spain, with energy operations throughout Spain and Latin America. Their large service territory requires a robust field service solution with the flexibility and configurability of a cloud native solution. They are working with OFS to provide better visibility into field operations, drive greater efficiencies, and increase field workforce productivity.

# Ready for the next step?

Today's customer experience drives an important part of field service—and it's up to utilities to keep up, or risk falling behind. That starts by putting the customer at the center of every experience and meeting and exceeding customer needs and confidence at every moment. Achieving that level of engagement requires more efficient and automated processes at every step—all while still maintaining a human touch. It requires a deeper relationship with customers and the same level of service at every touchpoint. Oracle uniquely offers the tools to make that happen for utilities—connecting data, intelligence, and experiences to build a customer experience that stands out.

Learn more 

**about automating and optimizing with advanced Field Service management**

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## Notes From the Field:

As the largest water utility in the UK, Anglian Water processes, cleans and provides 1.2 billion liters of water each day. They chose OFS to replace a highly customized field service solution that caused 3-4 month delays and over \$100,000 to make simple system changes. The configurability of OFS's cloud-based solution not only negates those costly consulting fees, but has also enabled large productivity gains – including a 15% reduction in travel time in the first month of implementation alone.

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## Four Keys to Success



Connect unlimited data across the customer lifecycle



In-the-moment intelligence for adaptive real-time experiences



Authentic, personalized interactions across channels



Easy-to-use, scalable, reliable, and secure technology