

CASE STUDY:



ADP Dealer Services



"Antenna's mobility solution has enabled our field service representatives to operate at highly efficient and productive levels. Now they can perform more work with fewer errors, resulting in improved customer responsiveness and lower operating costs." – Doug Karlson, vice president and general manager, Field Engineering, ADP Dealer Services

Organization

Provides integrated computing solutions to nearly 25,500 auto, truck, motorcycle, marine and recreational vehicle dealers throughout the United States, Canada, Asia, China, Europe and the Middle East.

Challenge

To streamline time-intensive processes and make it easier for field engineers to respond to and service customers.

Solution

Enable field engineers to take real-time action from the frontlines using Antenna's AMP™ Service mobile solution from ruggedized mobile devices.

Results

Improved customer service quality by meeting service level agreements and setting achievable service expectations with customers.

Products and Services

Antenna AMP™ Service mobile solution, Clarify CRM, and Motorola Symbol devices

> INTRODUCTION

ADP Dealer Services is the second largest business unit of Automatic Data Processing, Inc., which has nearly \$8 billion in revenues and approximately 585,000 clients. ADP is one of the world's largest providers of business outsourcing solutions. Leveraging more than 55 years of experience, the company offers the widest range of HR, payroll, tax and benefits administration solutions from a single source. ADP's solutions for employers provide superior value to organizations of all types and sizes. ADP Dealer Services provides integrated computing solutions to nearly 25,500 auto, truck, motorcycle, marine and recreational vehicle dealers throughout the United States, Canada, Asia, China, Europe and the Middle East. Current customers range from single point dealerships with three users to multi-location dealer groups with thousands of users.

> GAINING A COMPETITIVE ADVANTAGE THROUGH MOBILITY

"Our field engineers were using an obsolete hard-wire solution that was a combination of a paging and PC call tracking system. Entering information was a time-intensive process that prevented engineers from being able to respond quickly to fluctuating service demands," said Doug Karlson, vice president and general manager, Field Engineering, ADP Dealer Services. "We knew we needed to mobilize our workforce in a more efficient way and optimize field service operations." ADP had a number of business processes to streamline, and very specific goals for their mobility initiative:

- Reduce engineer response time via real-time work orders and data visibility
- Track bar-coded parts to manage and report on service inventory
- Improve asset management for more precise asset audits
- Integrate phone and messaging into a mobile unit, and support multiple devices

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- Easily and economically adapt applications to meet future business requirements
- Integrate with existing systems, including the company's Clarify CRM system

"We looked at this initiative as an opportunity to gain competitive advantage by enabling frontline users to take real-time action in the field, regardless of network connectivity," said Karlson.

> CHOOSING THE RIGHT MOBILE SOLUTION

For ADP Dealer Services, Antenna set itself apart from the competition not only because Antenna's AMP Service mobile application was easy to use, but also because of the technology's support of multiple devices and seamless integration with its new call tracking system, Clarify CRM. Built on the Antenna Mobility Platform (AMP), the application was architected to be change ready and rapid-to-deploy, offering ADP the flexibility to resolve immediate business issues and to adapt to future initiatives cost effectively.

The application also provides ADP all the necessary components to provide long term effectiveness, security and manageability. Their field service organization can now prioritize work orders via real-time notification, manage inventory usage and replenishment, and initiate escalations if service level agreements are not met.

"Antenna was an easy choice, providing an exact solution fit. They have a clear appreciation of our business requirements and an easy-to-use, frontline-centric approach that ensures maximum user adoption."

- Doug Karlson, VP and GM, Field Engineering, ADP Dealer Services

Another key selection criterion for ADP was that their mobile service application could function regardless of connectivity. Whether the engineer is in or out of network, Antenna solutions provide an informed and up-to-date view of all the customer information required to fulfill each job in a way that is relevant to role, task and context. Because of Antenna's focus and expertise in field service, the solution is driven primarily by thousands of robust business rules rather than academic algorithms. The application goes beyond the basics of mobile field service data reporting by providing contextual service intelligence that automates the entire work order lifecycle from taking calls to completing work orders.

> THE BENEFITS

To date, results with Antenna's solution have been dramatic:

- Improved inventory and parts management by overhauling a manual process and making client and spares inventory easily accessible to field engineers
- Reduced call center costs – better overall tools with real-time data access make field service representatives less dependent on call center staff
- Lower customer service costs due to the ability to give more accurate arrival times (ETAs) to customers – accuracy went from 10% before Antenna's deployment to 90% post project
- Improved customer service quality by meeting service level agreements and setting achievable service expectations with customers

ADP Dealer Services' mobility solution powered by Antenna has significantly increased field service productivity. Now field engineers can perform more work with fewer errors, resulting in improved customer responsiveness and lower operating costs. ADP Dealer Services now has the flexibility to easily and economically adapt their applications to keep up with future business requirements which include signature capture, time and expense management and preventative maintenance processing.