

CASE STUDY:



Pitney Bowes



"I believe companies that figure out how to maximize productivity through the use of technology—notably wireless—will deliver the highest quality customer service and dominate the market." - Olaf Jeziorek, Director, Process Reengineering and Six Sigma, Global Mailstream Solutions, Pitney Bowes

Organization

Pitney Bowes Inc.

Challenge

Keep products, applications, and solutions up and running continuously with minimal downtime.

Solution

Implement an enterprise-wide, mobile field service solution for real-time access to work orders and customer information, without the need to constantly synchronize mobile devices to the host application.

Results

Cost reductions, increased field service technician productivity and accountability, improved inventory management, and higher customer satisfaction.

Products and Services

Antenna AMP™ Service, AMP™ Studio, AMP™ Voice, AMP™ Insight; Oracle Siebel Field Service version 7.5.3.15; BlackBerry and Windows Mobile devices

> INTRODUCTION

A pioneer in using wireless technology since 1989, Pitney Bowes always saw it as a way to empower field service technicians with job-related information so they could take charge of their day and better manage their calls. They've come a long way since using the large brick-like paging devices. Implementing Oracle's Siebel Field Service system along with Antenna's AMP Service mobile solution helped Pitney Bowes equip its nationwide field service team with the tools they need to succeed as individuals, and very importantly, as a leading global service provider.

> ENSURING SERVICE EXCELLENCE

Businesses worldwide rely on Pitney Bowes high-volume mailing systems. In the U.S., Pitney Bowes employs 2,000 field service technicians covering 70 districts. Pitney Bowes Europe has more than 1,000 field service technicians covering accounts in the UK, Germany, Austria, Switzerland, France and Holland. As highly skilled professionals, they are trained to help keep mailing systems running 24x7, because every minute of unnecessary downtime increases labor costs and chips away at customer satisfaction.

With tens of millions of critical customer communications being mailed each month, it's easy to see why around-the-clock support is in the capable hands of the Document Messaging Technology (DMT) service division, many of whom work at customer locations. Equally important is the Mailstream Solutions and Services-Americas (MSSA) customer service division, responsible for looking after the company's core mail finishing, production and shipping business, mainly postage meters and other tabletop equipment. The MSSA customer service division also includes Multi-Vendor Services, which started in 2003 after the acquisition of Standard Register Hardware Service Division, which services printers, copiers, multi-function devices, scanners, shredders, PCs and workstations, mailstream solutions and kiosk devices from a variety of high-tech manufacturers. The business processes of the groups are quite different; whereas 70-80% of DMT's field service technicians work on-site, MSSA service technicians are all dispatched to jobs via the call center.





CASE STUDY:

Pitney Bowes



“Our customers tell us frequently that our service organization is one of the main reasons why they buy from us,” says Olaf Jeziorek, Director, Process Reengineering and Six Sigma, Global Mailstream Solutions. “I believe companies that figure out how to maximize productivity through the use of technology—notably wireless—will deliver the highest quality customer service and dominate the market.”

› INTEGRATION ACROSS THE ENTERPRISE

In 1999, Tech Central outlined its plan of being “one company” with integrated and cohesive CRM, enterprise resource planning (ERP) and wireless platforms to support its field service organizations. The resulting IT landscape includes Siebel Field Service for work order management and time and materials billing; SAP for parts and inventory management and contract billing; and Servigistics for parts planning. IBM WebSphere MQ serves as the messaging middleware. The Antenna Mobility Platform (AMP) provides the mobile application and mobile middleware that integrates with Siebel, SAP and Servigistics. A superset of functionality was decided upon to help Pitney Bowes improve customer management and ensure the entire field service organization has the information and parts required to successfully service products on the first call out.

Originally, each division had different wireless device requirements, but because the Antenna Mobility Platform is truly device agnostic, Pitney Bowes is able to support multiple devices using a single mobile architecture. Today, they still use a broad mix of BlackBerry smartphones and Windows Mobile devices, and have the freedom

“ We have been able to reduce excess parts inventory by 22% because the reps are managing trunk stocks better than before.”

- Deborah Schnurpel, Pitney Bowes Advanced Applications - Systems Solutions Team

and flexibility to change at any time to meet business needs. Mobilizing Pitney Bowes’ back-end systems to their mobile field force in the U.S. organization took approximately 6 months to complete.

› BUSINESS DRIVERS FOR MOBILIZATION

The goal for the field service project was clear from the beginning. Pitney Bowes wanted an enterprise-wide, customer-focused application available around the clock. The system would have to provide a simple and direct way for field service technicians to input and retrieve real-time information from the Siebel and SAP systems and enable them to link inventory consumption to service activities and products. Business drivers for the mobile field service solution included improved Service Level Agreements (SLAs), improved inventory management, greater visibility into field activities from the call center and district offices, improved first-time fix rates, and increased service revenue.

To gather business requirements for its field service solution, Tech Central works closely with Pitney Bowes’ Advanced Applications - Systems Solutions team, who focus on business process improvements. As part of this effort, they directly solicit their lines of business to identify what they can do to drive efficiency, automate manual processes, and further streamline and improve operations. Based on this information, IT then draws up functional requirements for the CRM and wireless applications, and develops and deploys the solution through a quality-controlled process with User Acceptance Testing. This ensures that the voice of the customer and their business is echoed loud and clear in the resulting technology solution.

Says Deborah Schnurpel, on Pitney Bowes’ Advanced Applications - Systems Solutions Team, “Anything we can do to automate and reduce manual intervention – that’s the goal. For example, if someone can click on a name and call their manager’s phone immediately rather than having to look up the number from a list on their wall, that’s a much faster process and obvious improvement. We are constantly looking for ways to reduce the manual steps our employees have to take.”

CASE STUDY:



Pitney Bowes



> THE ANTENNA MOBILITY PLATFORM

In the past, field service technicians would carry paging devices and were drop-fed a single call at a time. They would respond to the call but would have no real sense of the situation because they didn't have access to the supporting information on how urgent the problem was, what were the terms of the customer's SLA, and what to expect when arriving on the scene.

Now that Pitney Bowes has mobilized their Siebel Field Service system using Antenna's AMP Service, field service technicians can easily access work orders, customer information, and manage their trunk inventories (parts they carry around) without the need to constantly synchronize their mobile devices to the host application. They have all the information they need to perform the job at hand.

Built on the Antenna Mobility Platform, AMP Service is a configurable mobile application designed specifically to extend and maximize Siebel Field Service. As an always-on wireless solution, AMP Service provides full functionality whether in or out of network coverage, including the ability to:

- Obtain real-time access to work orders and customer information
- Update service requests online with actual time tracker, travel and parts usage information
- Create new service requests on the fly to ensure accurate transaction history
- Choose between on-line and off-line wireless functionality to adapt to any work location limitations (e.g. hospitals, prisons, and government offices)
- Manage all parts and inventory management transactions including Return Material Authorizations (RMAs)

Pitney Bowes chose Antenna's hosted deployment option to offload all the complexities of implementing and managing their wireless deployment via Antenna's AMP Gateway. The AMP Gateway enables connectivity to U.S. and international wireless carriers, and ensures the delivery of transactions between field personnel and the host applications. It facilitates data transformation, store and forward, authentication, device management, and other features.

In the U.S. alone, Pitney Bowes field service technicians process 150,000 messages per day through Antenna's AMP Gateway. Pitney Bowes developers also use Antenna's AMP Studio to develop, maintain and enhance its AMP Service application. Powerful and easy-to-use, AMP Studio provides a graphical, model-driven development environment to design, customize and maintain mobile applications without the need to write custom code. "AMP Studio is easy to learn," claimed Bob Nastro, Subject Matter Expert in the Tech Central group. "Both our in-house and offshore development teams use AMP Studio to make ongoing enhancements to the mobile application – it's very flexible."

To round out their mobile solution, Pitney Bowes also takes advantage of AMP Voice and AMP Insight, Antenna's value-added products. AMP Voice uses interactive voice response (IVR) technology to provide reps with a back-up if they are in locations that lack wireless connectivity. It provides a convenient and reliable access point using any telephone line to receive data and enter transactions necessary to perform critical daily tasks.

AMP Insight provides real-time, detailed information on all call/messaging events that flow between the Siebel host system and mobile devices, including message delivery status and time stamp information. Pitney Bowes administrators can select specific call events to view message details, event history, recipient lists, and any responses. AMP Insight also gives administrators the flexibility to update, confirm and cancel call events, if needed.

> EMPOWERING FIELD SERVICE TECHNICIANS WITH REAL-TIME INFORMATION

For Pitney Bowes, the customer service cycle begins when a service request comes in to the call center from a customer. The call center representative first attempts to resolve the issue, but if necessary, will dispatch a field service technician out to the customer site to take action. "The machines that our customers are using are pretty core to their business. So time is of the essence when equipment goes down," states Jeziorek. "The field service technician has the relationship with our customers, so it is important to ensure that he can call them to confirm when he will arrive and when they are



CASE STUDY:

Pitney Bowes



likely to be up and running again. This provides customers with the reassurance that their service request has been acknowledged and is being promptly dealt with.”

The field service technicians automatically receive the service request on their handheld device via the AMP Service application. Because the application organizes calls by date, reps can more easily manage their workloads and honor their commitments. The customer’s needs vary from simple preventative maintenance to emergency equipment repairs. With AMP Service, the technician can discover the nature of the problem right when the call comes in without having to check in with the call center or the customer, saving time and allowing them to prioritize requests. In addition, service managers and call center reps can always track a field service technician’s progress on any given job via Siebel as updates to the system are reflected in real time as the reps travel through the life cycle of each activity.

By providing the field service technicians with an easy way to order parts and report consumption right from their wireless device, trunk inventories are more efficiently managed. Using Servigistics in combination with Siebel Field Service, Min/Max inventory levels are established for each field service technician. As soon as a field service technician uses a part, and enters it on his Antenna AMP Service application, the system automatically orders new parts and sends them to the technician if it drops below the minimum level.

“We have been able to reduce excess parts inventory by 22% because the field service technicians are managing trunk stocks better than before,” says Schnurpel. “The system helps to make sure we don’t have an excess amount of inventory out in the field or sitting around idle in the district offices.”

Because of the increased visibility into inventory trends, Pitney Bowes is able to take advantage of this knowledge to inform product engineering of potential issues with a particular item. “Now we can identify recurring product issues more readily and can let engineers or original equipment manufacturers (OEMs) know so they can continue to make improvements and ultimately create a better quality product,” adds Schnurpel.

> REAL BUSINESS BENEFITS

As an Antenna customer for five years, Pitney Bowes’ use of Antenna’s AMP Service solution continues to be a great success. According to Jeziorek, the biggest benefit is the amount of information that becomes available to the reps in the field, resulting in significant and tangible improvements on many fronts of the business, such as:

- **Cost Reduction.** With AMP Service, Pitney Bowes saved money by reducing the number of callbacks and shipping costs related to carrying costs. For IT, cost reductions have been achieved through IT platform consolidation and by using an improved resource backfill process.
- **Improved Management of Service Level Agreements.** With real-time monitoring of field activities, an intelligent escalation system for high priority calls, and push alerts for time sensitive jobs, AMP Service improves Pitney Bowes’ ability to meet and track SLA compliance. Field service technicians can be notified of new service calls in real-time and they can react accordingly when priority calls are dispatched. Calls in process will show a current status, giving managers better visibility into the availability of reps in the area.
- **Optimization of Call Center Resources.** Because the field service technicians can enter/update information in real-time, the call center has improved visibility into operational activity and job status and can better inform the customer of any status changes if necessary. AMP Service drives efficiencies between the call center and the field organization, making it easier to report current and accurate information to the customer and maintaining high satisfaction levels.
- **Maximizing Value and Use of Siebel Field Service System.** With the field service technician’s ability to constantly update the system, Siebel desktop users can obtain real-time business intelligence from their desks querying Siebel. Using AMP Service, Pitney Bowes is making the most out of its technology investment by reducing manual processes and improving reporting capabilities.