

CASE STUDY:



Xerox

"The technicians in the field, they're the ones that have the knowledge and experience -- and we're simply using the BlackBerry to capture that knowledge, and move it into our front-end knowledgebase in an effort to increase its effectiveness."
- Gregg Bullen, program manager, Xerox Corporation



Organization

The world's leading document management technology and services enterprise.

Challenge

Upgrade legacy mainframe CRM and wireless field service systems to empower front-line employees to have a hassle-free and more productive workday, automate and improve service delivery and enhance company knowledgebase.

Solution

Deploy a state of the art mobile field service solution to further differentiate company in a competitive market.

Results

Increased productivity and more consistent delivery against customer Service Level Agreements (SLA) across all regions and the creation of a cohesive, centralized IT strategy to simplify, control and future-proof the enterprise mobility infrastructure for long-term ROI.

Products and Services

Antenna Mobility Platform, AMP Management Center and AMP Service mobile app on RIM BlackBerry smartphones.

> INTRODUCTION

The Xerox Services division of Xerox Corporation is relentless when it comes to customer satisfaction. The company leverages technology to drive innovation to achieve market leadership. Its goal is to deliver quality and excellence across the board and it seeks out the best technology to build flexible solutions with an attractive ROI.

Xerox is no stranger to wireless technology in its field service organization. It's been using it for years to help its Customer Service Engineers (CSEs) manage service calls more effectively. With mobile and wireless technology evolving at rapid-fire pace and a mobile-savvy young workforce knocking at the door, Xerox realized it had to think bigger than a one-off point solution for mobility. So when the project began to replace and upgrade its legacy mainframe CRM system, IT seized the opportunity to put in place not only a next-generation wireless field service solution, but a mobility platform that would enable Xerox to design, build, deploy and manage state-of-the-art mobile solutions across the enterprise for years to come.

To accomplish its objectives, Xerox selected the AMP™ Service mobile solution on RIM® BlackBerry smartphones, powered by the Antenna Mobility Platform™ (AMP) from Antenna. Co-developed with Antenna, the primary function of this solution is to allow CSE's to dispatch and close service calls, locate parts, research machine history and update their status all on a BlackBerry.

According to Gregg Bullen, program manager at Xerox: "The technicians have a list of all the calls that are up in a particular area, and they'll pick and choose what calls they're going to, based on proximity to the call, training and so on and so forth ... and they can transfer calls to any other technician if they need to, or they can order parts using the BlackBerry."

To date, Xerox has deployed AMP Service to 5,500 CSEs nationwide on Blackberry smartphones across the AT&T, Verizon and Sprint wireless networks.



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> CRM...WITH WINGS

The overarching goal of Xerox's CRM project is to create a more hassle-free work day and streamlined processes for employees on the front lines interacting with customers – service technicians, managers, account associates and professional services. In addition, the company aims to provide highly automated and consistent service delivery to better meet customer SLA requirements.

In addition to basic service call management, Xerox has taken the mobile applications to the next level. "We also have something called Maintenance Assistant, which is an application that leverages the BlackBerry's push technology to automatically send diagnostic log data from our newest multifunction printing systems right to the CSE's smartphone," Bullen says.

When a customer calls Xerox, the rep will first try to troubleshoot the problem over the phone using the company's knowledgebase. If that's not successful, a technician will be dispatched and Maintenance Assistant will tell the technician the software version of the machine, fault codes, any high-frequency services items and other pertinent information – the mobile app gives the technician a broader picture of the problem, first from the customer perspective and its verbal description of what's going on, and then a diagnostic perspective from the machine itself.

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> THE IMPORTANCE OF A PLATFORM

According to Bullen, the IT stakeholders in Xerox's Information Management (XIM) and Enterprise Service and Support teams understand the difference between simply mobilizing tasks versus having a platform for greater strategic leverage. As the group responsible for managing wireless technologies throughout Xerox, it appreciates the role a mobile platform plays in enabling greater agility, flexibility and control throughout the enterprise.

"With AMP Service, we are taking our field service application to the next level by providing a fuller, richer user interface with additional functionality," says Bullen. "But just as important, with the Antenna Mobility Platform, we are now positioned to capitalize on future technology innovations and devices coming down the pipe without having to re-tool. The infrastructure is already in place."

The centralized management and administration offered with AMP is also important to Xerox. All transactions are sent to the AMP Gateway, Antenna's hosted infrastructure, for transformation and delivery to the carriers and ultimately the users' devices. Each day more than 100,000 transactions are processed through the AMP Gateway. In addition, managing a large quantity of devices is made easy using Antenna's AMP Management Center. The Web console handles remote over the air software updates and application disabling, and provides BlackBerry device status including operating system version and available memory. Says Bullen, "If needed, we can easily validate transactions from end to end. The AMP Management Center is a critical resource for us."



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> FINDING CHAMPIONS

“Communication is key,” says Bullen on the secret to a successful large-scale mobile deployment such as this. “Everyone in your target audience – management and engineers - has to be on the same page.” Bullen stresses the importance of crisp and direct communications, setting realistic expectations and keeping management in the loop at all times.

To ease the initial deployment process, the company first gave the solution to a select group of early adopters or “champions.” “This really accelerated the launch and created a sense of pride and ownership in these folks,” says Bullen. Fully charged, the champions brought their knowledge and enthusiasm about the new mobile application back to their districts and spread it to other users. Bullen reports that the company took the technicians’ responses to the solution very seriously. “We’d incorporate their suggestions into the next release -- and we’d give them credit -- so people became invested in the project,” he says. “We had this huge team out there that was really invested in the success of the program. And that was critical...because when it came time to do a national launch, the product had already sold itself.” This approach was quite possibly the most important key to the application’s initial traction in the CSE user community and its continued widespread adoption.

Says Bullen, “Xerox will continue to push the limits of technology to benefit our customers. The Antenna mobile app on BlackBerry is an integral part of our real-time enterprise strategy going forward, and helps to drive productivity and enhance communications throughout various parts of the organization.”