



MPL intelligentMobile ~ connecting with your mobile workforce

The principal reason organisations fail to deliver customer service is the lack of real time communications with their field-based workforce. Huge investment can be made in CRM, the contact centre and the customer service function but, as 80% of contact is between the field worker and the customer and only 20% with the contact centre, it's clear that getting the mobile worker solution right is key to transforming the customer experience and increasing operational efficiency.

mplsystems has created **MPL intelligentMobile** (iMobile) to link the mobile field worker *directly* to the contact centre. Whether they are engineers, sales people, cleaners or other service personnel iMobile is unique amongst other field workforce solutions in its ability to connect those field staff directly to the customer service agent's desktop, not just into CRM or ERP systems.

Any piece of information taken at the contact centre can be shared with field staff in real time on the mobile device of choice and customers can be immediately and accurately informed of changes and updates to their job requests.

Convey accurate and up-to-the-minute information

GPRS technology enables agents to pin point workers and view their current status via Google maps then convey up-to-the-minute information to customers. Customer and booking information feeds directly from the existing client information and history and can be modified directly on the agent desktop. As this feeds automatically to the field staff, administration is reduced and accuracy is ensured. The system sends the worker all diagnostic scripts, assembly diagrams, stock checks and associated documents to ensure they can complete the job correctly.

Minimise response times

Setting appointments for field workers can be done using a series of customised rules and complex algorithms. These might include postcode region, staff skills, loading, travel distance/plan or priority weighting factors. A live central diary is maintained at the contact centre which pulls in data directly from field workers on their status and location, optimising their schedule according to the specified rules. Updates are then fed directly back out to field workers, informing them of their appointments in real time to ensure they are not missed.

Ensure the worker has the correct parts and equipment

iMobile connects with back office systems such as ERP, inventory, stock control and parts ordering to ensure that field engineers have the correct parts with them and can complete the job as requested. If the customer requests a change, this feeds through directly to the worker from the agent desktop.

Audit trail and asset management

With the ability to scan RFID and bar codes quickly, it is easy for the field engineer or service personnel to track the assets being maintained. The process can also be used as proof that the asset has been visited and worked on. Jobs can be time and geographically stamped to provide an audit trail. Likewise, data capture on the mobile device can be used to monitor the quality of jobs and conduct customer satisfaction surveys. A customer signature can be captured at the end of a job to prove the work has been carried out to the required level.



Key Benefits

- ⊗ Improved field force management and utilisation
- ⊗ Prioritisation of scheduled and emergency tasks
- ⊗ Reduced IT and administration costs
- ⊗ Respond quickly and accurately to customer changes
- ⊗ Faster access to marketing information
- ⊗ Easy to use sales automation tools
- ⊗ Direct asset scanning and tracking.
- ⊗ Automatic parts ordering and stock control



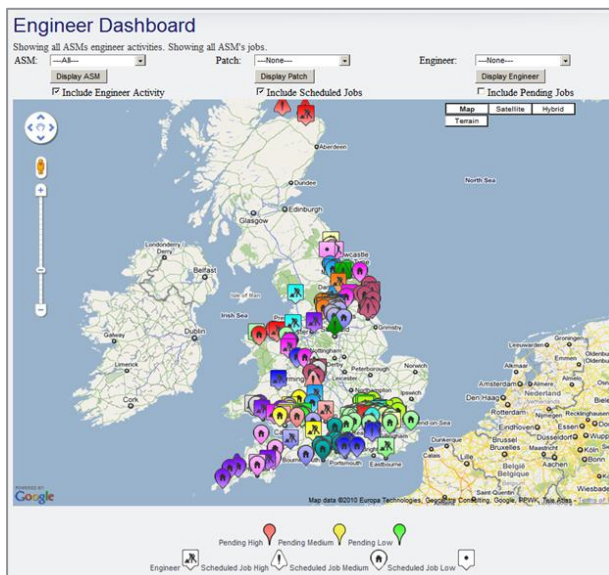
The applications for iMobile are many and varied:

Home delivery/installation services

Many organisations want to offer their services to customers in the home in order to reach a wider market or to complement existing services. This involves the management of a field force and the supply of up-to-the-minute information to the customer. iMobile is used to collect order information, manage appointments or manage the delivery of special products via the field worker's mobile device.

Field service support

Maintaining field equipment such as vending machines or automated ticket machines may require both emergency response and scheduled maintenance. iMobile can be used to schedule both these types of activity and, by grouping together scheduled maintenance tasks, can help to improve productivity. Each task will have a start and end time recorded and will prompt the mobile engineer to carry out a series of diagnostic tests or to replace the equipment. In this way, management has further proof that tasks are being carried out correctly and can even modify the diagnostic steps on demand to improve results. All diagnostics are collected by synchronisation with a central database for a real time view of what is happening in the field.



Field marketing

A series of questions can be generated centrally, synchronised to the field worker's mobile device and used to collect marketing information. This may be any type of field data collection from audit facilities to street campaigning. Again, data can be quickly analysed at head office to see if the expected results are being collected and the campaign changed on-the-fly if necessary. The number of interviews carried out by each worker can be tracked to ensure targets are being met and the exact location of interviews captured on GPS allowing geographic or environmental trends to be analysed with ease.

Lone worker support

For organisations with on-call field workers performing critical repair and maintenance work, their safety is of paramount importance and if they have to work alone, outside normal hours or in isolated locations, then it becomes the employer's legal duty to keep them safe and healthy at all times. iMobile provides the direct link between those potentially vulnerable staff and the contact centre agent, including staff check-in and check-out with PIN verification, scheduled alarms to prompt direct verbal contact and access to 24 hour outsourced contact centre agents to manage out of hours communication when your own helpdesk has closed.

Management information

iMobile can provide management with real time reports on successful appointments, workforce utilisation and customer demand patterns, allowing staffing plans to be monitored and altered to maximise profitability.

Features Summary

- ⊗ Local database provides full functionality with no mobile coverage
- ⊗ Integration with CRM database provides all customer information
- ⊗ Only relevant information is sent to the user
- ⊗ Rapid application development through dynamic scripting
- ⊗ Immediate synchronisation allows real time reports at head office
- ⊗ Geographic Positioning System (GPS) used to pinpoint field staff
- ⊗ RFID and bar code scanning can be used to track assets
- ⊗ Signature capture facility