

**CASE STUDY  
FUJITSU FIELD MAINTENANCE  
SERVICES**

*“By increasing the breadth and depth of information available, engineers can complete jobs and solve problems more quickly, which is great news for customers.”*

**Neil Forshaw** - Technology Manager, Customer Services, Fujitsu Services



**Customer’s Challenge**

Fujitsu Services is one of the leading IT services companies in Europe, Middle East and Africa. It has an annual turnover of £1.99 billion, (2.86 billion) employs 15,200 people and operates in over 20 countries. In order to provide customers with the highest quality support and maintenance, Fujitsu employs over 800 experienced engineers - the largest team of any UK IT supplier.

However, the mobile communication solution used by the company’s engineers was coming to the end of its life. *“With our old system, our field-based customer service engineers were frequently having to call the office for basic information, such as customer details or previous call history - this was exceptionally frustrating and unproductive for both the engineers and our office-based administration team,”* says Neil Forshaw, Technology Manager, Customer Services, Fujitsu Services.

As there was no easy upgrade path, Fujitsu decided to look at alternative PDA solutions that used a standard Microsoft-based platform. Neil Forshaw continues, *“We did not want to appear to make a step change from the existing system – we wanted to keep a familiar feel, so it was easy to use, but increase the level of interaction and amount of information available to our engineers.”*

**The Fujitsu Solution**

The solution developed by Fujitsu provides a powerful platform for supporting mobile applications across their lifecycle - from deployment and customisation through management, maintenance and updates. It aggregates data sources, such as enterprise resource planning, customer relationship management, database systems and the Internet, and delivers content across wireless networks.

The mobile solution runs over an ‘always on’ GPRS network, and has been rolled out to 495 Fujitsu engineers. It is straightforward to use, with no formal training needed, and is already handling a daily volume of around 12,000 transactions between the back office and mobile devices. Engineers now have real time access to critical customer data - who the customer is, what their problem is, and how quickly they need to resolve the problem according to the service level agreement in place.

One of the key differences is that messages can now be as long as required and are not limited to just 130 characters. So, as well as meeting real time information goals, such as job allocation, on line ordering of spare parts and customer approval for chargeable work, the engineers can receive much more detailed data when the call is allocated, including call history, outstanding

SUMMARY OF KEY FACTS
<p><b>Organisation:</b> Fujitsu Services</p>
<p><b>Service/s Delivered:</b> Development of a mobile field force solution to support Fujitsu’s customer service engineers.</p>
<p><b>Key Metrics:</b></p> <ul style="list-style-type: none"> <li>• 700 customer service engineers</li> <li>• Currently handling 12,000 transactions a day</li> </ul>
<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Contributes to increased productivity – jobs are allocated in real time, with detailed information, optimising engineer’s time</li> <li>• Improved efficiency - faster communication and the automation of processes results in less administration</li> <li>• Greater customer satisfaction – jobs can be completed faster and more efficiently</li> <li>• Cost savings - operating costs are much lower using GPRS, saving 75% of the telecommunication charges</li> <li>• Greater management control – accurate information is available for planning and monitoring services delivery</li> <li>• Improved knowledge management – engineers have ‘always-on’ access to a dedicated website</li> <li>• Better financial management – can obtain approval for chargeable work while in the field, improving cash flow</li> </ul>

## CASE STUDY

# FUJITSU FIELD MAINTENANCE SERVICES

service issues, special site information and contract background. Engineers can also access diagnostic information through the company intranet.

*“The new mobile service solution allows us to communicate with and manage our field staff as if they were office based. It is essential that they have all the information they require at their finger tips as they are often the primary contact point for the company,” says Neil Forshaw. “They are more than just field engineers - they are relationship managers. By increasing the breadth and depth of information that engineers have access to they can complete jobs and solve problems more quickly which is great news for customers.”*

The savings on calls has been impressive as Neil Forshaw explains, *“As well as avoiding delays in communication and not clogging up the call centre, with GPRS we pay on bandwidth, not per message, which has made significant savings that could almost justify the project on their own.”*

The highly scalable infrastructure of the mobile solution is capable of supporting the Fujitsu’s future expansion plans with ease and PDAs will eventually be used by all 700 of its engineers. Any changes in technology, organisation and processes can also be easily accommodated, further reducing the total cost of ownership (TCO).

### Benefits to our Customer

Fujitsu is now realising a number of significant benefits from the deployment of the mobile solution:

- Contributes to increased productivity – helps jobs to be allocated in real time, with detailed background information, optimising the use of engineer’s time, so that they can complete additional service calls and generate extra revenue
- Improved efficiency – faster communication and the automation of processes, including electronic ordering of spares, has improved collaboration and data quality, resulting in less administration and paperwork
- Greater customer satisfaction – access to more detailed information reduces calls to the call centre and enables jobs to be completed faster and more efficiently. The state-of-the-art solution also enhances customers’ perception of Fujitsu’s professionalism
- Cost savings – operating costs are much lower using the GPRS system, compared to using SMS texts, saving 75% of the telecommunication charges
- Greater management control – accurate and timely information is available for use in planning resource deployment and monitoring service delivery
- Improved knowledge management – engineers have ‘always-on’ access to a dedicated website with diagnostic information, newsletters, technical information and software updates

- Better financial management – obtaining customer approval for chargeable work while in the field means invoices are more accurate and can be issued much quicker, improving company cash flow

*“Without this initiative we were facing a massive expansion of our call centre to run the engineers,” says Neil Forshaw. “Now we are encouraging the engineers and agents to spend more time talking with customers and to build a relationship and understanding. We want our visits to be short, but effective.”*

### Our Approach

To develop the system Fujitsu set up a task force of 20 senior engineers to give feedback on what they wanted and needed and what they thought would work.

*“A lot of what we do is driven by our engineers, because of their knowledge of the customers,” explains Neil Forshaw. “So it was very important to get the engineers on board right from the start and consider their views. For example, when we looked at the different PDAs we gave all of them to the engineers to try out in the field. This ruled out laptops quite early in the process, because they were too heavy for engineers to hold for any length of time. The engineers also advised that waiting for a machine to boot up was not very practical: the always-on PDA was much more efficient.”*

The evaluation group is now acting in the role of ‘Super Users’ of the mobile solution and providing valuable support to Fujitsu’s other engineers

### Our Expertise

In 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

Fujitsu’s mobile services for the Mobile Professional and Mobile Field Force have been developed according to the TRIOLE and Sense and Respond® approaches. Based on reuse and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense and Respond approach enables Fujitsu to deliver continual service improvements, in real-time, at the client interface.

Fujitsu offers a full-spectrum managed mobile service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

### ASK FUJITSU...

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