



# FIVE WAYS FIELD SERVICE CAN HELP BUILD YOUR BRAND

---

## INTRODUCTION

When you think about building a brand, field service isn't often the first thing that comes to mind. And for many field service organizations, branding usually isn't a top priority.

However, in today's highly competitive markets, brands - and the field service organizations that support them - are more important than ever. Why?

- Brands outlive products and services
- Brands do better in tough times than unbranded products and services
- Brands differentiate products and services
- Brands convey uniform quality, credibility and experience

Think about your field service organization and the four reasons that brands are important. Don't those reasons align perfectly with field service?

At FieldAware, we believe that field service aligns so closely with branding that it can be used as the foundation for a comprehensive branding strategy. How?

Field service can help build your company's brand in five ways.

## BUILD TRUST

*"You can have all the facts and figures, all the supporting evidence, all the endorsement that you want, but if at the end of the day you don't command trust, you won't get anywhere."* Niall Fitzgerald (2001) Former Chairman and CEO of Unilever, Chairman of Reuters.

*Brands outlive products and services and do better in tough times than unbranded products and services.*

---

Trust is one of the most important factors in building brand identity. In a recent study, Concerto Market Research found that when people trust a brand:

- 83% will recommend it
- 82% will use its products and services frequently
- 78% will look to it first for things they want
- 78% will give new products and services a chance
- 50% will pay more for its products and services

Field service organizations can help build your brand by supporting the six drivers of customer trust.

- **Stability:** Field service organizations are there when customers need them. They provide *stability* when things go wrong - and are there to *stabilize* situations and get them back to normal.
- **Innovation:** Field technicians can help customers find new solutions to existing problems and recommend upgrades or enhancements that improve operational efficiency and reduce cost.
- **Relationship:** There is no better way to build a *relationship* than meeting face-to-face. Field technicians often work directly with customers, enabling them to build long lasting business and personal relationships.
- **Benefit:** Getting things back up and running is an obvious benefit of a field service organization. But more important are the opinions, suggestions and recommendations that technicians provide customers. Recommendations that enable them to improve operations, save money and use limited resources more effectively.
- **Vision:** As with innovation, field technicians can help customers see into their own - and your company's - future. This enables the customer to prepare for new ways to sell more, become more efficient and enter new markets.
- **Competence:** What better way to demonstrate the technical, business and operational competence of your organization than through field service?

**Concerto Market Research has found that 83% of people who trust a brand will recommend it to others.**

## GAIN CUSTOMER INSIGHT

Competitive advantage - and brand identity - are built on in depth knowledge of the customer. Field service organizations that incorporate a mobile field service management solution can glean important customer insights including:

- **Who are the Most Valuable Customers (MVC's):** Field service organization
-

---

that use a mobile field service management solution (like FieldAware) can quantify purchases (by equipment type, vendor) along with service revenue (maintenance agreements, parts, standard service calls, upgrades) and determine the customers that generate the largest, or most profitable, revenue streams.

- **What do the MVC's need:** Once you understand what MVC's are buying, it's easier to determine what they might need in the future - an upgrade, a different type of maintenance contract, a new product that performs an operation more quickly or cost effectively.
- **How should you customize your business to meet the needs of the MVC's:** After reviewing the data, you might find that your MVC's need longer (or shorter) maintenance contracts, SLA's (service level agreements) that include stricter travel metrics or products that are more durable, lighter or faster. In any case, field service is a good way to get a better understanding of the things your business must do to maintain a strong revenue base.
- **How your MVC's feel about their experience:** Who *hasn't* told their problems to their field technician? A service call is one of the best ways to find out what customers really think about your company and its products and services.

*A service call is one of the best ways to find out what customers really think about your company and its products and services.*

## **GAIN PRODUCT/SERVICE INSIGHT**

Your field service organization (if it's using a mobile field service management solution like FieldAware) is a gold mine of product and service information that is critical in building a positive brand identity. By examining work order data, companies can discover:

- Product/part reliability
- Most popular services
- Product life cycles
- Much, much more

These statistics can also be used to determine the market for upgrades or replacement products and exploitable gaps in current service offerings.

## **GENERATE MORE "EYE TIME"**

According to eMarketer, U.S. advertisers spent more than \$171 billion on paid advertising in 2013. What are they trying to get? The eyes (and attention) of their current and potential customers.

Field service organizations, with their logoed trucks and uniformed technicians

---

---

are attention getters. Trucks on the street or parked in a corporate lot, uniformed technicians at a facility/residence or in a place of business are constantly noticed by current and potential customers. And that “eye time” comes at no additional cost to the organization.

## **GENERATE INTEREST IN NEW PRODUCTS AND SERVICES**

Customers are usually more willing to try out a new product or service if it is recommended by someone they trust. And who should a customer trust more than the technician who has just fixed, or maintained, their current equipment?

Field service technicians are armed with in depth knowledge of the customer’s equipment. While on site, they can discuss new products or service offerings that might provide additional benefits to the customer (like greater reliability, reduced cost or more efficient operation).

As noted above, 78 percent of customers that “trust” the brand (and their field technician) will purchase new products and services from that brand.

## **CONCLUSION**

Brands are valuable. Companies that recognize the importance of field service in building brand equity will be able to differentiate their products and services - even in crowded or commoditized markets.

By building trust; delivering in depth customer, product and service insight; generating cost-effective advertising and encouraging interest in new products and services; field service organizations can help companies enhance existing and shape emerging brands.

## **ABOUT FIELDWARE**

We are re-shaping the field service industry! Our made-for-mobile, cloud-based software was designed from the ground up to provide ease of use with incredible flexibility – a combination that enables field service organizations to amaze their customers, astonish the staff and surprise the competition. Our software was architected as a mobile platform, with no incumbent legacy technologies.

Based on our founders’ intimate knowledge of the unique needs of engineers and technicians in the field – and the operational personnel and management that support them – FieldAware is focused on providing field service organizations, both

*A service truck driving down the street is an inexpensive way to get noticed and to build brand.*

---

large and small, with:

- Intelligence about your Customers: So you can increase revenue, expand into new markets, differentiate your services and create customer advocates.
- Intelligence about your Business: That enables you to increase the productivity of your staff (and keep them happy!), use company resources more efficiently, simplify your business processes and “right size” your parts and repair inventory.

We combine our software with the industry’s best implementation, on-boarding and support services enabling companies to take full and rapid advantage of today’s mobile environment.

To learn more about our solutions or to schedule a demo, contact us at 800-935-0736 (U.S. and Canada), 0808.134.9941 (U.K.), 1.800-948-852 (Ireland), 1.800.249.906 (Australia) or email us at [fieldawaresales@fieldaware.com](mailto:fieldawaresales@fieldaware.com).

---