

Transforming the global forecasting methodology for field service demand

Fortune 500 ATM's, Self Service Kiosks and Point of Sale equipment service provider

This manufacturer of financial transaction technology equipment serves customers in the retail, financial and hospitality industries. Their need is to better estimate and plan field service resources. Historic difficulty providing reliable field service demand estimates contributes to a growing service backlog, customer escalations, service penalty fees and loss of service contracts.

PROBLEM

- Disjoint demand, customer entitlements and field service capacity data
- Very short contracted service response times
- Global and highly diverse installed base
- Demand is highly influenced by local events and business practices
- Multiple service offerings and a diverse product set drives different skills, time to solve and prioritization, thus requiring granular forecast accuracy

RESOLUTION



Connect

- Identified and drove remediation of data quality issues driving forecast bias
- Enabled global view of information and data



Reveal

- Incorporated tribal knowledge by root causing atypical demand behavior
- Segmented demand to better select and apply appropriate forecast methods and controls



Transform

- Designed and facilitated the implementation of a collaborative forecast planning process between the analytics team and the regional planners
- Developed and implemented a process for measuring and interpreting forecast performance, at multiple levels of aggregation

WHY ENTERCOMS

- Less than 90 days to design and implement new methodology
- Demonstrated significant improvements in forecast accuracy
- High adoption rate
- Global deployment capability

IMPACT



34% improvement in forecast accuracy within the first 90 days



95% forecast accuracy for break-fix work orders at the country level



Enabled cancellation of incremental investment in an external forecasting tool