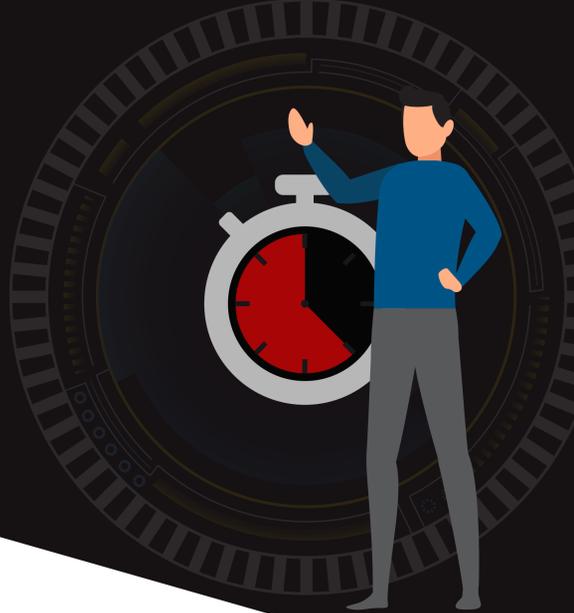


SHIFT LEFT:

A Framework for Resolving Service Events Faster and Earlier in the Service Supply Chain

What Does It Mean to Shift Left?

Shifting Left means solving and closing service events **faster** and **earlier** in the network.



A typical service event journey usually looks like this:



Shifting left makes it possible for your business to resolve the service event in the shortest time possible, and with the least number of touch points. The consequences are higher customer satisfaction with minimized cost.



Symptoms That You Haven't Shifted Left Enough

	IDEALLY...	SYMPTOMS...
TOUCH POINT 1	<p>Service Provider proactively identifies an asset anomaly signal</p>	<ul style="list-style-type: none"> Inability to see or consume asset condition data Inability to do predictive service events
TOUCH POINT 2	<p>Customer perceives and self-resolves the problem</p>	<ul style="list-style-type: none"> Self-troubleshoot is either unavailable or mostly ineffective Incidence, origin or effectiveness of self-troubleshoot activity can't be tracked
TOUCH POINT 3	<p>Customer reports a problem, which is optimally routed to resolution</p>	<ul style="list-style-type: none"> Problem does not get appropriately routed/escalated to the support tiers The customer provides the same information multiple times The diagnosis is either wrong or highly uncertain
TOUCH POINT 4	<p>Service provider resolves the event on time in the first dispatch</p>	<ul style="list-style-type: none"> Service level agreement is missed Poor diagnosis leads to wrong dispatch of parts or technician's skills No defect found during on-site inspection
TOUCH POINT 5	<p>Service provider efficiently collects defective assets</p>	<ul style="list-style-type: none"> No defect found after collection and sending back upstream to the supply chain Warranty fraud is undetected Vendor warranty claims are mismanaged

REMEMBER:

The faster an issue is resolved, the higher the customer satisfaction;

and

The earlier in the network an issue is resolved, the lower the cost for the business.



[Download the white paper to learn more](#)

About Entercoms

As a digital technology and services company, Entercoms powers the service chain by managing outcomes through business-driven IP and analytical models, domain expertise, operations support services and cross-industry best practices.

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