

Transforming the Services Experience with 360° Customer Visibility

Entercoms C360 Platform enables companies to unlock the value of their service chain data

What Is Customer Intelligence?

Knowing your customer is the single most important goal you can set for the services arm of any business. It is the critical piece of intelligence that can help drive exceptional service executions and outcomes.

Building this intelligence requires developing an in-depth and real-time understanding of all aspects of the relationship: from sales history, service delivery and supply chain, to contracting and asset data. By unifying this diverse range of data sources from across the organization, enterprises are able to model the intricacies of their interactions with their customers and extract the real-time insights needed for effective decision-making and optimal results.

The Data Integration Challenge

Good decisions depend on having actionable data at your disposal. The interrelationship of service processes, from spare parts planning to problem resolution, and their relative impact on success or failure can only be understood when all the components converge in a deliberate, rationalized manner. As service and supply chains have grown increasingly complex and global in scope, connecting installed base data in a way which accurately conveys a real time picture of your enterprise has become exceptionally difficult.



Disconnected Data

Lack of data governance and quality management



In Organizational Silos

Departments, processes, applications and databases



Across Global Service Chains

Complex, multi-territory service networks

DATA that define a RELATIONSHIP



Asset Data



Contract Data



SLA Delivery Metrics



Sales History



Supply Chain Data

The challenge of assembling and normalizing the data necessary to provide the insights required for intelligent decision making in such an enterprise is daunting. It is a project that not only requires the right technical resources to execute, but also deep domain expertise. These prerequisites are not typically pervasive in most subcontracted IT organizations, and while most large corporations may possess the resources necessary to accomplish this, these resources often aren't organized in a way that will enable them to accomplish the task in an efficient or timely manner. This is a massive undertaking that typically takes several years and millions of dollars before tangible benefits are realized.

The Entercoms Solution

Bridging the data gap for a Fortune 100 technology company in 90 days

Entercoms recently engaged in such a project with a Fortune 100 technology company. The client needed to unlock the vast potential of their service chain data to realize the operational efficiencies and revenue opportunities they knew existed in that puzzle of data.

They also wanted to provide their customers with the tools they could use to keep their data centers operating efficiently and securely, and give them real time access to their service provider's performance metrics.



Entercoms' Customer 360 (C360) platform provided the client's delivery managers, account managers, and service executives with the multi-dimensional view they needed to focus on what was important and compelling to their business.

- Cost Optimization
- Asset Visibility
- Account Manager Productivity
- Interoperability
- Predictive Maintenance

Entercoms was also able to move very quickly to deliver definite value within a short period of time. Since the client had a large catalogue of service and product data available, Entercoms was able to construct a multi-faceted solution in just 90 days.

Cost Optimization

In order to drive service profitability, enterprises need clear visibility into their cost-to-serve across their customers, products, platforms and geographies. This enables them to identify opportunities for enhanced service efficiency as well as the systemic issues impacting profitability.

C360 provides the visibility necessary to pinpoint and resolve these areas of opportunity by leveraging aggregated service delivery metrics and comparative analytics for an in depth view into the service performance across their customer base.

With C360, the client was able to identify key product lines driving costly on-site field service visits and remote support events, allowing them to address root causes and control the costs of escalations.



C360 enabled us to move from continually trying to find a needle in a haystack to dealing with the elephant in the room. ”

— Client's Service Delivery Executive

Asset Visibility

Service professionals are all too familiar with how difficult it can be to maintain a complete accounting of their critical assets. These assets are frequently moved between facilities and operation centers across international borders as they are sold to different subsidiaries and resellers. In many cases, "authoritative" systems of record aren't updated, with missing assets flying completely under the radar until the first service call.

Without reliable asset visibility, it becomes impossible to drive desired service outcomes, from optimal spare parts planning to warranty conversions and maintenance contract renewals.

IT Asset Management Priorities



RISK

Auditable financial reporting & Sarbanes-Oxley Compliance



ACCURACY

Clear traceability and elimination of lost or unaccounted assets



EFFICIENCY

Maximize asset performance and utilization



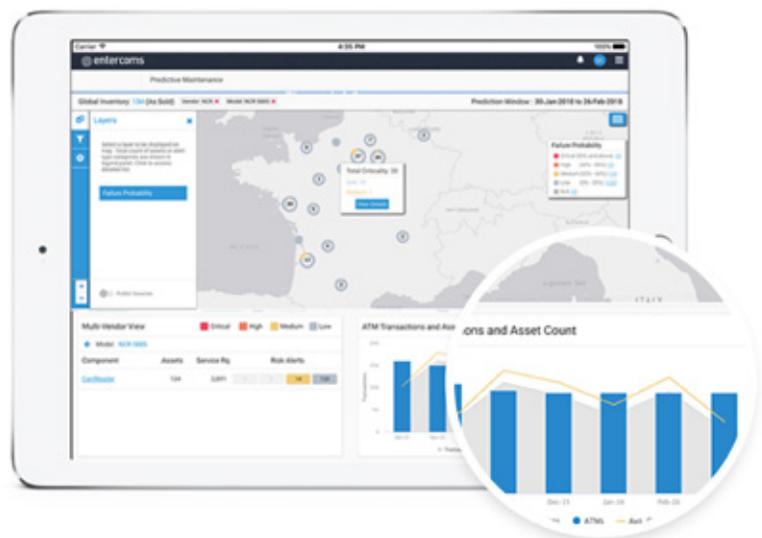
LIFECYCLE

Managing inventory, maintenance and replacement schedules

Entercoms' Customer 360

Asset Radar (ALEX) provides the means to reconcile asset data using a combination of trusted source inputs and a systematic review process which gives customers and account managers the mechanism to take control of their inventory.

A global map displays assets under warranty, maintenance, SLA, or any attribute important to your enterprise. Clicking on any location provides asset details, installed address, maintenance terms and expiry.



Account Manager Productivity

Account managers should be solely dedicated to driving service profitability and adding value to your business. However, the productivity of the client's account managers was severely impacted by the absence of effective data management controls and the disconnect between different departments, processes, applications and databases. Rather than engaging in more value driven activities, account managers would spend over two full days a month pulling together service data and slideware for monthly client briefings.

C360 provided them with an integrated dashboard containing comprehensive performance metrics and critical datacenter information in a visually engaging format, eliminating the need for manual data consolidation. Attribute overlays and elemental drill down capabilities provide for meaningful and interactive discussions that not only build customer trust, but also access to the key insights needed to drive service profitability at-a-glance.

With ready and immediate access to data, Entercoms was able to enhance account manager productivity, enabling them to dedicate their time to accelerating service outcomes and profitability, rather than wasting it on manual processes that add no value to the business.

Interoperability

Products don't always play well together. In many cases, interoperability issues can result in unpredictable behavior and potential unanticipated downtime. With millions of software, firmware and operating system combinations running in large datacenters, multiplied by the number of versions and updates built over time, it becomes near impossible to maintain a sufficient level of oversight necessary to manage these interactions.

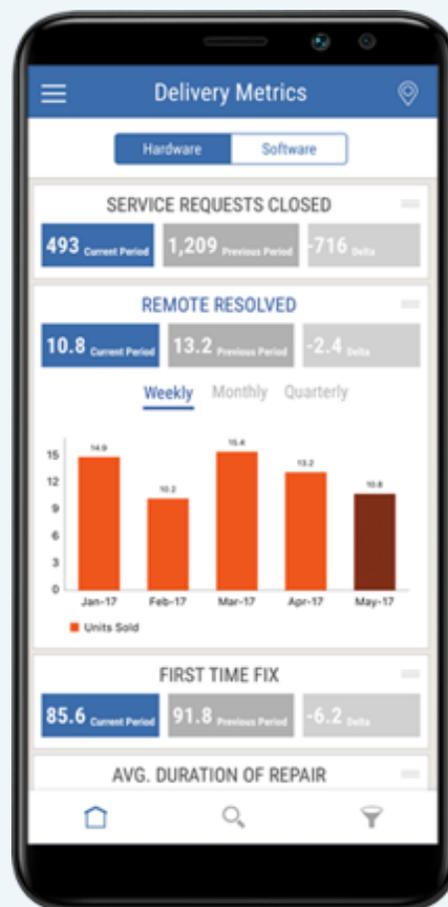
C360 provided the mechanisms needed to isolate, map and visualize the complex relationships between these products and assets for proactive visibility in potential interoperability issues. It provides a detailed, unified view of assets and products across their various specifications, requirements and configurations, acting as a single authoritative source of information that can be quickly referenced to pre-emptively avoid and resolve conflicts.



We want our account managers spending time developing new business, converting existing business, and growing customer relationships. Time spent away from this singular focus is tantamount to lost opportunity.



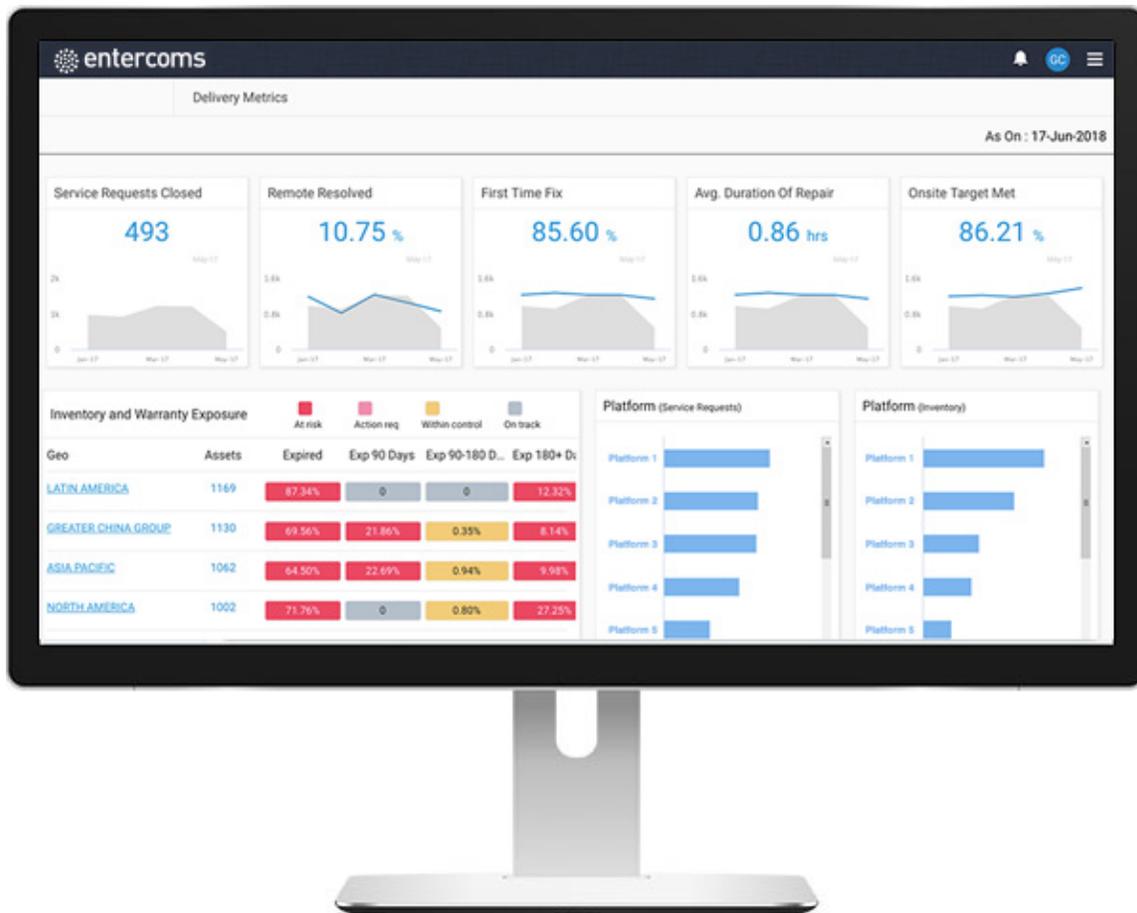
— Client's VP of sales



Predictive Maintenance

Service organizations will often increase stocking levels of certain spare parts at critical times. A good example is point of sale devices and ATMs during the holidays. The decision to invest what and where is made based on experience. But what if you knew, empirically, that there was less than a 6 percent chance your most expensive part would fail across the installed base of your largest retail client's busiest region? How would that effect your decision?

Using performance history, statistical analysis, and predictive algorithms, C360 predicts the probability of part failure within a specified time frame. This allows for informed decision-making on a number of fronts, including preventive service calls and parts stocking levels. It also provides visibility into periods of peak usage, allowing for informed service scheduling and optimized field service executions.



Transforming Customer Management and Service Outcomes

Entercoms' Customer 360 platform was key in unlocking the value of the client's service chain data, connecting it into a holistic model of their customer base that enabled them to extract the critical insights necessary to drive outcomes across their service operations. The value it delivered is not limited solely in the operational efficiencies and business results that were captured. Additionally, it transformed the service experience and value that they were capable of delivering to their customers, radically differentiating the client from their competitors.



C360 fundamentally changes the service chain landscape for decision makers. It enabled our client to understand their customer at a totally new level, across their entire service organization. They also recognized the value it could provide to their customers and monetized it. And while it's a revenue opportunity, the biggest benefit is differentiation from their competitors. They're winning new business and building goodwill among current customers because of C360. ”

— Rahul Singh, President, Entercoms

About Entercoms

We live today in a service-driven economy, where the customer's post-sales service experience is the key to customer retention and long-term customer value. But companies have historically underinvested in service supply chains. Entercoms helps its customers accelerate the transformation of their service supply chains through deep domain expertise and technology. Entercoms achieves this through a BPaaS engagement model that focuses on business outcomes at speed. Within 90 days of their engagement, Entercoms' clients see benefits in areas such as on-time delivery performance, asset uptime, spares inventory, forecast accuracy, field service technician utilization, remote diagnostics accuracy, and service revenue.

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