

BOOST FIRST TIME FIX RATES AND CUSTOMER SATISFACTION WITH REAL-TIME RICH INFORMATION ACCESS IN THE FIELD

The ET1 Enterprise Tablet in field service



THE CHALLENGE: INCREASING SERVICE QUALITY TO IMPROVE CUSTOMER SATISFACTION — AND YOUR PROFIT MARGINS

A recent survey reveals startling results. An overwhelming majority — 76 percent — of enterprises of all sizes reported that customers are not satisfied and are demanding faster and more efficient service.¹ The top four customer complaints companies hear are 1) the technician was unable to resolve the issue during the visit, 2) the technician did not arrive on time, 3) the response time was unacceptable — the time between the customer's call for service and technician arrival time and 4) improper billing for services.² Your field service technicians are often the only touch point you'll have with your customers after a sale — and it's clear that customer satisfaction and retention often hinge on the quality of the service this workforce delivers.

The number one complaint — inability to resolve the issue during the service call — reaches deep into the

pockets of any company with a service organization. Unhappy customers are likely to seek a different vendor for future service needs, resulting in lost customers — and lost revenue. In addition, with each truck roll costing the average service organization \$220, additional service calls to get the job done represent a major increase in the cost of doing business, reducing profitability.

The top reasons that prevented the resolution of service issues on the first trip include:

- The technician did not have the right part in the truck
- The field technician was unable to access needed information to complete the job
- The technician did not have the necessary expertise for the specific job

Improving service and reducing service-related costs is dependent upon how well you can address this long list of issues.

THE SOLUTION: IMPROVE FIRST TIME FIX RATES WITH A TRUE ENTERPRISE TABLET

The ET1 is truly enterprise, a tablet developed by industrial engineers with decades of experience designing mobile devices for business use — including field service. With the ET1 in the hands of your service workforce, your technicians will have the large high-resolution display they need to easily view and enter the volumes of data required to get the job done on the first visit. The tough ET1 is built to handle life out in the field, yet offers the same sleek design as today's most popular consumer-style tablets. In addition, the ET1's cellular connection allows the real-time exchange of information between service technicians in the field, dispatchers and the parts department inside your facility, enabling the collaboration required to deliver truly impressive service. Now:

With the ET1 WWAN tablet, your technicians can:

- **Fix the issue on the first visit.** A fast cellular connection on almost any network in the world provides instant access to a wealth of information right on site, from past service history, equipment manuals and schematics to service level agreements.
- **Arrive on time — period.** Assisted GPS provides turn-by-turn directions, even in challenging areas where GPS is typically not available, helping technicians arrive on time and eliminating the lost hours field technicians spend trying to find work sites throughout the day.
- **Present accurate invoices.** Automate the capture of billing information to ensure invoices are complete and accurate. The time spent on a job can be automatically calculated based on two taps on the screen — one for start time, one for stop time. Parts can be scanned to capture and document the part number along with the right price. And visibility into Service Level Agreements (SLA) ensures that technicians know whether or not to charge for the work.

Real-time payment processing with the optional magnetic stripe reader allows technicians to review the invoice with the customer on the tablet, obtain signature to verify accuracy of charges and charge a credit card, practically eliminating payment disputes. And since invoicing information can be shared with the home office in real time, backend systems are always up to date.

- **Offer additional products that can provide value to customers — and an additional stream of revenue.** Every face-to-face visit with a customer is a potential sales opportunity. With the ET1, you can display a detailed, customized list of products and services that are appropriate for each customer to help your technicians become more effective sales people. Technicians can also be prompted to sell new or renew expiring service contracts during the service visit to help customers save money on future repairs, as well as additional products that can increase the value of the equipment or provide a convenient way to purchase needed items.

Your dispatchers can:

- **Send the best technician to each job — every time.** Dispatchers can easily identify the technician with the right expertise and the right parts for each job. First, they can view the profiles of all technicians that are logged into their ET1 tablets to determine which technicians are qualified to perform the service. If technicians scan the truck inventory at the beginning of the workday, dispatchers can determine which of the qualified technicians has the needed parts on board. Last, the GPS data supplied by the ET1 allows dispatchers to determine which qualified technician with the right parts on board is closest to the job to minimize mileage and fuel costs.
- **Meet customer requested response times.** No more paper-based lists that insert time into the dispatch process. Now, seconds after a work order is entered, your application can automatically utilize electronic technician profiles, technician locations and parts inventories on the trucks to automatically identify and dispatch the electronic work order to the best technician for the job.

The parts department can:

- **Make sure the right parts are always available during service calls — overcoming the leading cause of multiple visits.** The parts department can view the electronic work orders for each technician and load all the possible parts that could be required into the truck at the start of the day. And since parts are scanned as they are used, the real-time inventory information ensures timely placement of orders, preventing costly out-of-stocks that delay completion of service calls.

THE BENEFITS

The ET1 WAN provides three major business benefits through process automation and better collaboration throughout all the departments involved in the delivery of service. Benefits include:

- Increased customer satisfaction and loyalty through faster service and increased first-time fix.
- Reduced cost of doing business and higher profit margins through:
 - Fewer high-cost multiple truck rolls per call, including technician labor costs, fuel costs and vehicle wear and tear costs
 - Increased vehicle lifecycle by minimizing mileage per completed repair.
 - Reduced labor costs through improved service technician efficiency. Electronic work orders eliminate paperwork and free up time for service technicians to make more service calls per day, improving utilization of one of the largest costs of any service organization — the labor pool.
 - Faster cash-to-cash cycle times. For businesses that invoice customers, the ability to issue an accurate invoice the same day that service is provided can reduce the payment cycle time from weeks to days.
 - Reduced costs related to parts inventories. Real-time inventory visibility enables smaller and more frequent replacement orders, minimizing capital expenses, inventory-related carrying costs and the space required to store inventory.
- Increased revenue through:
 - A new level of service excellence that earns new customers.
 - Sales of additional services and goods during the service call.

THE ET1: THE RIGHT ENTERPRISE TABLET FOR YOUR FIELD SERVICE OPERATIONS

When you choose the ET1, you get a true enterprise-class tablet that offers all the features you need to achieve a new level of service excellence, technician efficiency and profitability.

Built for life in the field

The ET1 offers the best of both worlds — consumer styling and real business durability. The ET1 is built to handle the inevitable everyday drops, spills and bumps that come with everyday all-day use in the field. The Corning® Gorilla® Glass display improves the durability of one of the most vulnerable parts of any tablet — the display. This unique glass flexes without shattering and makes scratches virtually invisible. And an optional rubber boot adds protection out in the field.

A fast and dependable cellular connection anywhere in the world

The dual user-selectable modem can be activated on the high-speed 4G HSPA+ worldwide network, the 3G EVDO/CDMA network — or both for drivers that cover areas that require both networks for constant coverage (requires activation and data plans on both networks). And with support for 802.11a/b/g/n, drivers can easily connect to your wireless LAN when they return to your facility — or to any Wi-Fi hotspot.

Real enterprise-class Android

The off-the-shelf Android operating system in most consumer tablets lacks critical features that are required in the business world. We've enhanced this operating system so you can deploy the intuitive consumer-style easy-to use applications for which Android is known, without compromising on your business needs. We've added support for enterprise-class security, manageability, accessories and more.

Easy to mount in-vehicle

With support for a standard RAM mount, it's easy to mount the ET1 in your vehicles to provide technicians with safe and convenient turn-by-turn directions, maps and more while they are driving. (Requires an adapter that is available through Zebra partners).

Full shift power

With a rechargeable and user replaceable battery, you can keep your ET1 tablets in service every minute of the working day. And since you never need to dock the ET1 for charging, you need fewer units to serve your workforce, reducing capital expenditures.

Security you — and your customers — can count on

When devices are out in the field, you have more to worry about — especially when sensitive customer credit card information is involved. That's why data is encrypted on the internal hard drive as well as on any removable media. And data in backend servers in the office is protected too — would-be hackers can't even access the ET1 without the appropriate user ID and log-in information.

Ergonomics for comfortable all day use

At first glance, the ET1 might look like any other tablet. But the ET1 is “right-sized”, offering the comfort and usability that only ergonomic industrial design can deliver. The screen is large enough to allow workers to easily see all the information needed, in a design that is compact, well-balanced and easy to hold in one hand.

Multi-user log-in

With this unique feature, any technician can use any ET1 — their user ID and password will only allow access to the applications and data needed for their particular job.

Easily expand functionality

You can attach peripherals directly to the ET1 through the integrated expansion port or wirelessly via Bluetooth™. And since we've added peripheral support to the Android operating system, you'll find it easy to integrate peripheral functionality into your applications — something you can't do with a typical Android tablet.

An impressive list of enterprise-class accessories

Our accessories make it easy to do business with a tablet. While the integrated scanner is great for occasional scanning, our scanner accessory provides best-in-class 1D/2D scanning — ideal for taking inventory of the parts in the truck. Our magnetic stripe reader enables technicians to process credit cards on site. A belt clip or belt holster keeps the ET1 out of the way but always in reach. And space-saving multi-slot chargers and cradles simplify management in the backroom.

Real application flexibility

The ET1 gives you the freedom to run native Android applications as well as the latest operating-system (OS) agnostic HTML5 applications — including OS-agnostic applications created with Zebra's RhoMobile Suite.

Easy remote management

Support for many mobile device management (MDM) solutions means you can keep on using the MDM solution you have today to remotely manage your ET1 tablet pool.

Enterprise class lifecycle — the TCO your business requires

The life expectancy of the ET1 is three years — twice that of the average consumer tablet. In addition, the ET1 will be available for purchase for a minimum of three years, eliminating the time-consuming and costly complexities associated with deploying different models from year to year. And since we guarantee an additional three years of support from the date the product is discontinued, you can count on a total of six years of support — a timeframe no consumer tablet available today can match.

Enterprise-class support

Our industry-leading support programs will help you minimize support costs and maximize device value. Service from the Start with Comprehensive Coverage will keep devices up, running and in the hands of your users. This all-inclusive service covers it all — including normal wear and tear and accidental breakage. You can even eliminate the high cost of in-house day-to-day support with our Managed Device service. We provide a multi-lingual help desk that serves as a first point of contact for your users, with technicians that can take control of the ET1 to troubleshoot and resolve the issue, usually with zero user involvement.

LET THE ET1 HELP YOU ACHIEVE A NEW LEVEL OF SERVICE EXCELLENCE, TECHNICIAN PRODUCTIVITY AND PROFITABILITY IN YOUR FIELD SERVICE OPERATIONS. TO FIND OUT HOW, VISIT WWW.ZEBRA.COM/ET1 OR LOCATE YOUR NEAREST ZEBRA REPRESENTATIVE AT WWW.ZEBRA.COM/CONTACT

THE TRUE ENTERPRISE TABLET DESIGNED FOR FIELD SERVICE TECHNICIANS

Give your technicians easy access to the rich information they need to get the job done on the first visit with the field-ready ET1.

- Built to handle life in the field — including drops, spills, heat and cold
- 4G HSPA+ speed for blazing application performance
- A large, virtually shatterproof and scratchproof crisp high-resolution color Gorilla Glass® display



ABOUT ZEBRA

End-to-end mobility solutions for deployment simplicity and success

Zebra Technologies Corporation is a global leader respected for innovation and reliability. Zebra offers an extensive range of asset-tracking technologies incorporating mobile computing, data capture, barcode, wireless LAN, RFID, location systems and Zatar™, the cloud-based Internet of Things (IoT) platform. These technologies make businesses as smart and connected as the world we live in. Zebra's tracking and visibility solutions transform the physical to digital, creating the data streams businesses need in order to simplify operations, know more about their business, and empower their mobile workforce.

Zebra's products and solutions are used around the world by industries including healthcare, retail, transportation and logistics, manufacturing and sports—for a variety of applications from improving patient safety; to eliminating checkout lines with mobile devices; to streamlining warehouse operations and adding a new dimension to professional sports and entertainment with real-time information.

1. Field Service 2011: Mobility and the Extension of the Service Enterprise; July 2011; Sumair Dutta/Aly Pinder, Jr. (7020-RA-mobile-field-service.pdf)

2. Field Service 2012, The Right Technician; February 2012, Aberdeen Group; Sumair Dutta/Aly Pinder Jr. (7380-RA-field-service-management.pdf) Figure 8/pg 26