



Leading UK Manufacturer Empowers Its Field Engineers With Zebra Technologies' Handheld Touch Computers

ABOUT BAXI HEATING UK LTD

Baxi Heating UK Ltd is part of BDR Thermea, one of Europe's largest manufacturers and distributors of domestic and commercial water and space heating systems. It employs 6,400 people throughout Europe with an annual turnover exceeding €1.2 billion.

Baxi is one of the UK market leaders for both the manufacturing and servicing of gas boilers. Its customer support operation, located in Warwick, comprises over 100 call centre staff and 220 field engineers. Its engineers cover the whole of the UK, completing on average six to seven customer visits daily, servicing and repairing approximately 270,000 boilers each year. The customer experience remains at the heart of Baxi's business ethos, in line with its mission statement of 'earning lifelong customer loyalty'.

Challenge

Baxi first automated processes for its field engineers in the early 1990s and had previously used Zebra's MC75 EDAs; however, the solution was becoming obsolete, slow and unreliable. So Baxi took the decision to update its hardware and software and move to an Android operating system, in order to improve efficiency. It wanted to increase traceability and productivity, as well as enhancing the customer experience. In selecting the hardware, Baxi was looking for a robust, professional device, packed with professional functionality such as an inbuilt scanner, camera, speaker and microphone, with a clear high resolution screen for viewing videos, as well as fast processing capabilities.

SUMMARY

BAXI
Make it easy

Customer
Baxi Heating UK Ltd

BARCODE | MANAGED SERVICES

Cognito iQ

Partner

- The Barcode Warehouse (Reseller)
- Cognito iQ (Software partner)

Industry
Field Mobility

Challenge
Baxi Heating UK Ltd wanted to equip its field service engineers with a suitable customer-facing Android device, to increase productivity, visibility and information availability

“Our new field mobility solution comprising Zebra’s TC75 touch computers, Cognito iQ’s software and SOTI MobiControl is really empowering our field engineers to live up to our company motto of ‘Being Brilliant’. Engineers can now work efficiently and effectively, with all the applications and information they need at their fingertips. Customers are benefiting from the improved service we can deliver and our first time fix rate has shot up. We are delighted with the TC75s, and Zebra and The Barcode Warehouse were very proactive, helpful and supportive during the decision making process.”

Steve Randall, Service Operations Manager, Baxi Heating UK Ltd

Solution

Following a competitive tender process, during which Baxi thoroughly researched the market and field-tested devices, including tablets and consumer-grade iPhones, Baxi chose Zebra’s TC75 touch computers and a managed service contract supplied by long-term Zebra partner The Barcode Warehouse. The TC75 met all Baxi’s requirements, yet offered more functionality and was more reliable, secure and robust than a consumer-grade device and more user-friendly and portable than a tablet.

All Baxi engineers now carry a TC75, which they use, for example, to scan any types of barcodes, even if dirty or damaged, acquire signatures, take photos, run customer videos or training videos for new engineers, show customers brochures, access their blog group if they need to open up queries to their group and as a satnav. The TC75 has been tumble-tested and has a 2.4 m Military Standard drop rating, as well as Gorilla® Glass and an IP67 Sealing, which means it will keep working fine, even if an engineer accidentally drops it into a bucket of water drained off from a boiler system. The screen can also be used when the engineer is wearing gloves, or with a stylus. And each engineer has a full cab cradle kit, including a charger, cigarette lighter adapter and suction cup, for charging and safe communications on the road. The TC75s are protected by a five-year Zebra OneCare contract, which ensures any accidentally damaged units are repaired or replaced.

Cognito iQ’s Mobile workflow application has been uploaded to every TC75. Cognito iQ has been a software provider for over 20 years, specialising in applications to

improve operational efficiency for the mobile workforce. Engineers access the app for information on jobs they need to complete, with real-time information updates; this helps reduce errors and ensure SLA and HSE compliance. If engineers need a spare part, for example, they can access the parts inventory, advise the customer when it will be available, order it and set a new appointment date then and there. Gaps in engineers’ diaries are also filled using the ‘Find A Job’ function, which lets engineers bring queued jobs forward if the customer can receive them. Cognito iQ Mobile, together with the TC75’s inbuilt GPS, also captures activity data relating to each engineer’s shift and creates an electronic Time Card, which gives the Baxi back office excellent real-time visibility over its workers in the field. This, plus the easy-to-understand dashboards, performance metrics and reports Baxi’s management can create using Cognito iQ’s OPM (Operational Performance Management) software, enables Baxi to make informed, quicker decisions and drill down into detailed operational data, to ensure SLA compliance as well as driving improvements where needed.

The Barcode Warehouse, a tier 1 Zebra partner, not only configures and supplies the TC75s to Baxi, it also trained Baxi’s trainers and provides a fully managed service, which was a key factor in the tender decision process; Baxi could see the added value of an industry leading returns avoidance process coupled with a robust asset management process. The Barcode Warehouse remotely monitors, manages and updates the TC75s using SOTI MobiControl, providing a help desk, with telephone fix rates currently running at 94%.

Solution

- Zebra TC75 Touch Computers, including in-cab kits
- 5-year Essential Support Zebra OneCare Contract
- SOTI® MobiControl
- Managed Service from The Barcode Warehouse
- Cognito iQ Mobile software (Smartworker app)
- Cognito iQ Operational Performance Management (OPM)

Results

- Significant increase in field teams’ productivity with real-time information available across the business
- Increase in job satisfaction as engineers are better informed and can work more efficiently
- 2% improvement in first time fix rate, which equates to over 4,000 more jobs being fixed first time over a 12-month period
- Job completion rate is 3% over jobs allocated
- Subsequent ROI as solution is saving costs and driving business growth
- Customer satisfaction levels have risen to 90%
- Improved SLA and HSE compliance
- Robust, reliable device suitable for use in the field



If the TC75 does need to be returned to The Barcode Warehouse a fully configured replacement device is shipped on a next day basis and the faulty device picked up at the same time. 50% of returned devices are fixed by The Barcode Warehouse, with only a very small percentage having to be returned to Zebra for repair. This keeps TC75s in the field and asset utilisation high. The Barcode Warehouse also manages the buffer stock of TC75s and consumables.

Results

Baxi now has instant, reliable two-way voice and data communication between the engineers and its contact centre and back office. This enables service staff to make immediate decisions and react quickly to incidents; engineers can be swiftly redeployed in emergency cases and can access all information they require whilst on the job. There is real-time information across the business, which ultimately means engineers can work more efficiently and productively and Baxi can deliver a more efficient and professional service to its customers. Baxi has seen a 2% improvement in first time fix rates, which equates to over 4,000 more jobs being fixed

first time over the first 12-month period since deployment. And customer satisfaction levels have risen to 90%.

Zebra's TC75 is highly reliable, robust, has a high resolution screen and excellent volume and sound quality, and offers all the functionality the field services teams need. Moreover, engineers know their work is recorded, noticed and valued, which has increased job satisfaction and encourages teams to work to the best of their abilities. Steve Randall summarises: "This deployment is a clear example of how technology can be implemented sensitively and intelligently to engage employees, delight customers and drive ROI and business growth." Moving forward, Baxi wants to further develop the solution to include applications such as Simulscan to scan completed work orders.

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM



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