

How to drive down the cost of great service

Cognito launches free white paper and audit

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Today's field service organisations are expected to systematically reduce the cost of their service operations whilst simultaneously responding to an increasingly demanding customer base. In response to this conflicting priority, Cognito has developed a white paper offering businesses advice on how to drive down the cost of service excellence.

'Driving Down the Cost of Great Service' details mobile customer service operations and why they fail, the contradictory drivers and concerns of today's service companies, and offers advice on how to re-think your customer service strategy before technology implementation.

"It's not just about 'best practice', it's also about considering what unique service points a company can offer to help them stand out from the crowd," said Jonathan Chevallier, Strategic Development Director at Cognito.

Cognito's Mobile Workforce Management solution helped Konica Minolta to define and develop its service differentiation with the following results:

- An increase in engineer productivity by 22%
- First time fix rates increased to 94%, mirroring best-in-class benchmarks
- Inventory costs were reduced by over £2 million pounds - in part due to a 25% reduction in van stock
- £1m additional sales revenue

These costs savings were achieved at the same time as improving customer satisfaction.

"We were extremely happy with the Cognito service which quickly delivered benefits to the business in terms of improved performance, reduced costs and increased customer satisfaction," Comments Ged Cranny, Head of Direct Service at Konica Minolta.

For more advice on how to drive down the cost of service excellence download Cognito's white paper: ***Driving Down the Cost of Great Service.***