

## UK service culture hots up with customer expectation driving technology demand

Workforce management company reveals rise in SLAs and record period for customer sign up

NEWBURY, UK, 5th August 2011

UK service is seeing a boost to performance levels, according to Cognito, the mobile workforce management specialist.

Over the last quarter it has seen a record number of customers signing up to its portfolio of real-time workforce management solutions. In addition, customers of field service organisations have been demanding performance improvements of minimum 10% on their internal SLAs.

Recent contracts signed or resigned include ***Ideal Heating, Warmsure, R G Francis, Tunstall Healthcare, Lovell Respond, CitySprint, Bullwell Trailers*** and ***Konica Minolta***, showing that Cognito's response to customer's demanding SLAs has strengthened existing relationships. Typical areas for service improvement include stock control, cost reduction and workforce productivity, some with specific examples of increases to SLA levels cited below:

- Engineer productivity increased by 22%
- £2 million saved in stock costs
- 94% first time fix rate
- 50% reduction in customer complaints
- Added-value sales identified and captured by engineers onsite totalling £1 million

"We work in a competitive industry where our engineering staff work entirely in the field and are the backbone of our customer support process," said Ged Cranny, Head of Direct Service, Konica Minolta Business Solutions. "Ongoing investment in an effective workforce management solution is undisputed in terms of the improved performance, reduced costs and increased customer satisfaction it delivers."

"The Warmsure approach is to differentiate through service – integrated mobile solutions now make the process so much more intuitive and we believe we can capitalise on these advances to deliver our customers the very best," says Chris Jessop, Care and Repair Director, Warmsure. "In many cases it's a novelty to be on the receiving end of good service in the UK and that's where we see Warmsure being more memorable than the rest."

"Service organisations need to ride ahead of the inevitable wave of increasing customer expectations, rather than being left in its wake," said Jonathan Chevallier, strategic development director at Cognito. "The continued demand from customers for improved service is well documented, through both analysts and our own direct feedback. For us as an organisation this has been evidenced through a multitude of contracts, as well as renewals and a demand for more complex technologies to support ever-increasing SLAs."