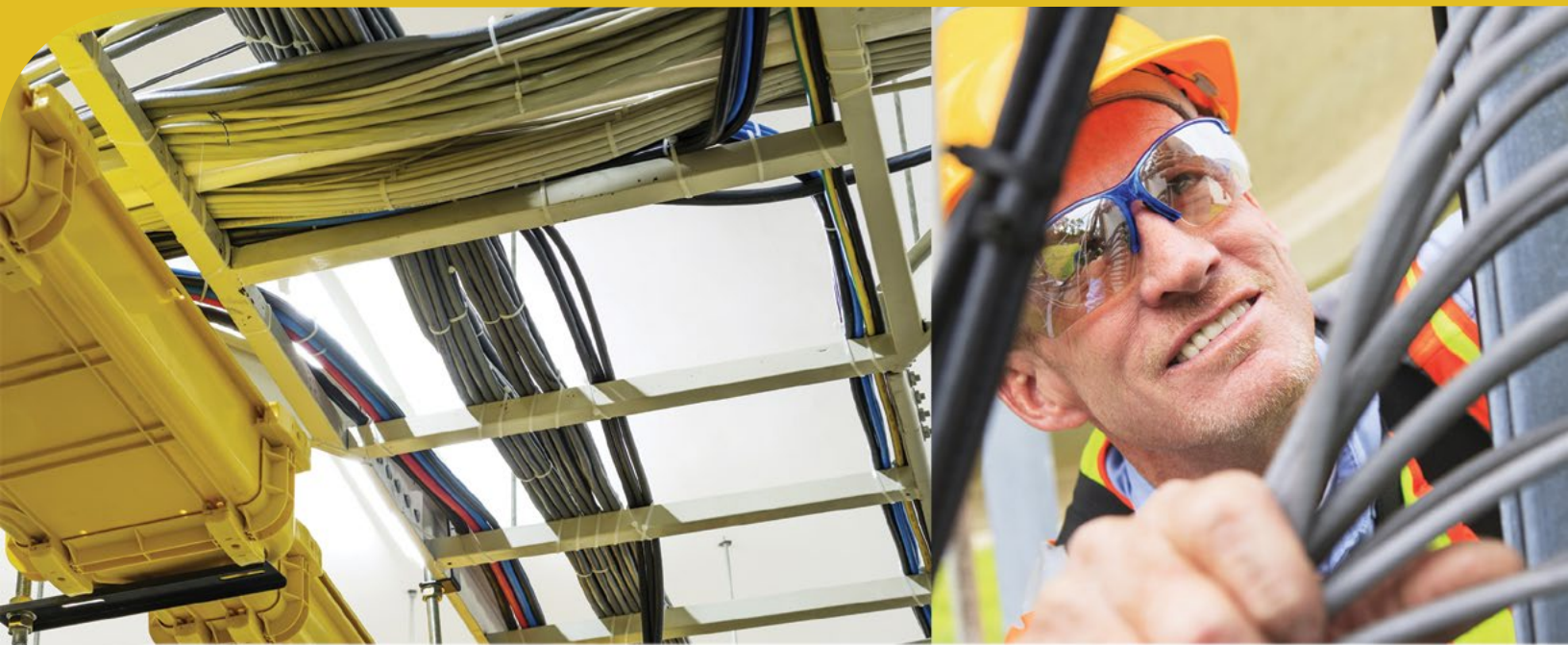




# CLICKSOFTWARE MOBILE WORKFORCE MANAGEMENT FOR COMMUNICATION SERVICE PROVIDERS

Enabling the All IP Revolution with Real-time Scheduling & Mobility Solutions



## Overview

The entire landscape is changing for Communication Service Providers (CSPs), from the technology, to their product portfolios, competition, and customer expectations. Only a highly customer-centric approach, providing an experience that meets their demands for service when they want it, and without waiting, will keep customers engaged and loyal to the provider. Simultaneously, service providers must have the agility to stay ahead of technology and take advantage of the “All IP” revolution. Increasing competition and shifting focus toward more broadband channels requires Communication Service Providers to protect their customer base and their margins – requiring maximum efficiency and empowerment in the field. Optimized mobile workforce management from ClickSoftware drives customer loyalty and operational excellence – delivering shareholder loyalty.

## Business Challenges

The pressing need for more bandwidth forces communications service providers to constantly upgrade technology, which requires completing more work and continuous training for the field workforce. Adopting a lean operational model for service and support processes creates challenges in maintaining a remarkable customer experience. And an outsourced workforce of service partners intensifies these challenges as real-time visibility and firsthand contact with the workforce, customers and infrastructure is lost. Altogether, they create operational challenges that can leave service providers struggling to keep up.

*"ClickSoftware aided the transition of our field service model from functional teams to geographic teams, which in turn helped increase our volume of work—without increasing the size of our workforce."*

Vodafone

## Business Benefits & Value

ClickSoftware combines mobile business apps, customer self-service, and real-time optimized scheduling to drive a streamlined and entirely digital workflow for an all IP network revolution.

### ENABLE THE ALL IP REVOLUTION

- ✓ Lower operational costs
  - Automatically schedule only those mobile workers with the right skills
- ✓ Complete more jobs per day per technician
  - Optimize field schedules
  - Sustain a realistic and dynamic capacity plan
- ✓ Reduce travel to on-site training locations
  - Distribute training videos via mobile device
  - Enable field collaboration between resources

### FACILITATE BUSINESS OPERATIONAL AGILITY

- ✓ Speed the onboarding process
  - Integrate partner management
  - Provide mobile training videos and forms
- ✓ Ensure the right number of resources with the right skills are in place
  - Accurately forecast resource demand
  - Allocate the right mix of skills to individuals and teams
- ✓ Allow swift reaction to business changes
  - Change the system's objectives to match those of the business
  - Provide KPI analysis to alert executives to potential problems

### MINIMIZE COMPETITION ACROSS BROADBAND TECHNOLOGIES

- ✓ Increase Customer Satisfaction
  - Improve first time fix rate
  - Offer narrow and reliable appointment windows
- ✓ Speed order fulfillment lead time
  - Enable mobile appointment booking and task creation
  - Complete more jobs per day
- ✓ Turn the field technicians into revenue generators
  - Mobilize customer profiles
  - Enable field-based upsell/cross-sell
- ✓ Deliver a superior customer experience
  - Increase customer updates/notifications
  - Consolidate customer touch points

### HANDLE INCREASED BROADBAND DEMAND FROM ALL CHANNELS

- ✓ Reduce resource idle time
  - Deliver efficient routing between jobs
  - Utilize a flexible lunch break
- ✓ Complete more jobs per day
  - Mobilize collection of all data, including signatures & pictures
  - Provide remote activation and provisioning services
- ✓ Take guess-work out of assigning priority
  - Systemize operational rules and objectives
  - Automatic re-shuffling of the schedule as emergent work comes in
- ✓ Reserve resource capacity for legacy operations and troubles

## ClickSoftware Offering for Communication Service Providers

ClickSoftware’s mobile workforce management solution delivers the real-time service delivery CSPs need, whether the workforce is internal, via partners, or both. ClickSoftware supports the full life cycle of service management and delivery from planning, scheduling, field execution, and performance analysis for all IP products & services to consumers and businesses, and fully supports network deployment, maintenance and expansion.

Our solution is built for fixed, mobile, cable and satellite service providers to drive a remarkable customer experience, reduce business process costs, and increase service revenue.

ClickSoftware’s solutions maximize the communication service provider’s field workforce via optimized scheduling of all types of work and intelligent mobility to enable: swift deployment of access & core networks, proactive service with a short lead time, and the agility for mission critical work across new technologies.

### FOR CUSTOMERS

Service becomes convenient, personal and instant.

- No waiting on the phone
- Narrow appointment windows
- Fast install & trouble service
- Notifications on arrival updates
- Easy upgrade for new services & faster speed

### FOR OPERATIONS

Service becomes visible, centralized and inexpensive.

- Dynamic capacity planning
- Appointments by customer & job type
- Automatic assignment of resources
- Real-time field dispatch
- Service performance measurement

### FOR FIELD TECHNICIANS AND TEAMS

Service becomes productive, empowered and customer focused.

- Remote activation without calling operations
- Pre-filled, activity-based timesheets
- Mobile personal assistance & auto-execution of routine tasks
- Mobile knowledge & training from anywhere



## Key Capabilities

Key communications workflows optimized by ClickSoftware's solutions include:

### ✓ Consumer (Home)

- Install & Activation: Quad-play, IPTV, Broadband, Satellite
- Upgrade & Repair: Last mile, Outside, Inside, VoIP & Copper

### ✓ Business

- Install: Voice, PBX, DSL/ADSL, VoIP, Rackwork
- Maintenance: Periodic & Corrective

### ✓ Infrastructure

- Construction: Tower work, Cabling, Overhead and Underground
- Maintenance & Upgrade: Switching, Tower work

## Mobile Apps

Our Enterprise Mobility Apps contain a rich and growing set of features for Communication Service Providers. A full list of these apps can be found in the [ClickAppStore](#).

- ✓ **ClickButler Engine (in many Apps)** – context-aware predictive technology takes action on behalf of the technician
- ✓ **Vehicle Inspection & Parts Inspection Procedure** – validate vehicle safety and necessary parts for daily tasks
- ✓ **Timesheets** – automatically detects and reports activities, based on task status transitions
- ✓ **Remote Activation** – trigger provisioning and activate services from the field
- ✓ **Upsell** – view product catalogs and prices from back-end systems to initiate service upgrades
- ✓ **Appointment Booking** – create appointments for additional services and return visits
- ✓ **Completion Wizard** – ensure full job completion including customer sign-off
- ✓ **Collaboration** – chat with colleagues and managers in real-time, in the context of a specific job or part
- ✓ **Parts Management** – technicians manage van stock, report used parts and order new ones from the field



## KEY OFFERING COMPONENTS



Customer Self-service & Interaction



Real-time Optimized Scheduling



Mobile Business Solution & Apps

### About ClickSoftware

ClickSoftware (NasdaqGS: CKSW) is the leading provider of automated mobile workforce management and service optimization solutions for the enterprise, both for mobile and in-house resources. Our solutions provide organizations with end-to-end visibility and control of the entire service management chain by optimizing real-time management of resource and customer communication.

Available via the cloud or on-premise, our products incorporate best business practices and advanced decision-making algorithms to manage service operations more efficiently, in a scalable, integrated manner. ClickSoftware has offices in the United States, Latin America, Europe, Russia, and Asia Pacific, and is the premier choice for delivering superb business performance to service sector organizations of all sizes.

Please visit [www.clicksoftware.com](http://www.clicksoftware.com)

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