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4 Ways Communication Companies Can Improve Customer Experience with Predictive Field Service

Why communications providers need AI to tackle their biggest service challenges and exceed customer expectations

Improving the overall customer experience is a top strategic priority among communication firms. In fact, EY reported that 68% of senior communications executives cite customer experience management as their number one strategic priority. One emerging method to improve the customer experience is predictive field service, which uses artificial intelligence (AI), machine learning, and data science to increase schedule accuracy and improve service delivery. With the competitive nature of the communications market—and rising customer expectations—maximizing efficiency and customer satisfaction are essential for business growth and survival. Let's look at four examples of predictive technology that can benefit field service organizations in communications today.[1]
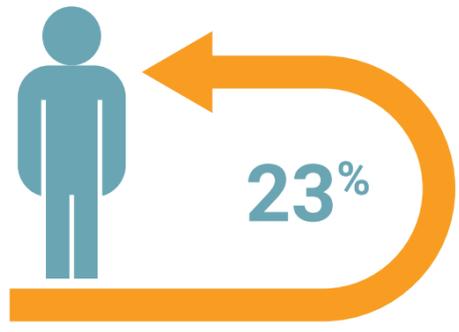
Predictive First Time Fix

Predictive first-time fix calculates the likelihood that a particular job will be completed on the first time, based on job history and the assigned technician's skillset.[2]

77%

According to The Service Council, the average first-time fix rate for an organization is approximately **77%**.

23%

That means that the field technician has to do at least one follow up visit on about **23%** of all service calls, causing the customer to have to set aside more time to wait for the technician.

Predictive Job Duration

Predictive job duration calculates the most accurate time it will take for a technician to complete a job, based on all relevant job details and technician information. Knowing precise job durations allows you to maximize workforce productivity without over or underutilizing resources.[3]

40%

According to Aberdeen, average technician idle time was as high as **40%** just a few short years ago. With better utilization, technicians could respond to more customer service requests, potentially eliminating long appointment windows.

Predictive Parts Management

By tracking both parts data and job history, predictive technology can ensure you are always prepared for a first-time fix.[4]
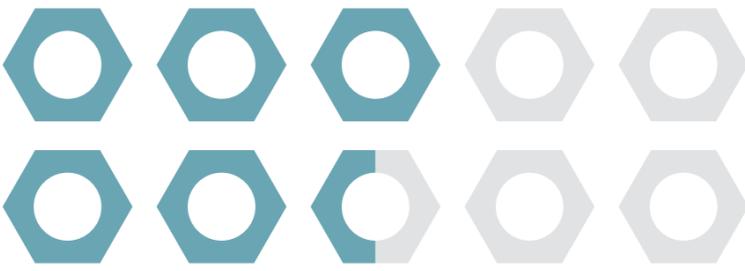
Parts unavailability was by far the most cited complaint by customers, as reported by **55%** of field service executives.

Predictive Customer Cancellation

Predictive customer cancellation uses weather patterns, time of day, job history, and customer information to automatically avoid scheduling jobs when a customer is most likely to cancel.[5]

74%

A recent study found that **74%** of US consumers don't always answer their phone or door when home installation or repair appointments have been made, resulting in the need for an additional appointment to be scheduled.

Sources

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2 https://www.fieldtechnologiesonline.com/doc/first-time-fix-the-underappreciated-field-service-metric-0001
3 http://www.aberdeen.com/
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