

TOP 3 REASONS

Your Mobile Workforce Management System
Should be on the Cloud



INTRO



Whether you are a large enterprise, a small or medium business, or a sales & service industry, superior customer experience is imperative to the success of your business. Improving customer interactions is key to staying ahead of the competition and driving service business growth.

A cloud-based mobile workforce management solution can bring the agility you need to achieve this great customer experience. The cloud makes it easier for you to communicate in real time with your field techs, reduce the risk involved with trying new apps and technologies and accelerate how quickly you can deliver new services to your customers.



SHARING SEAMLESSLY ACROSS WORKFORCES

As your company grows, it becomes harder and harder to share information between workforces. This is where cloud-based solutions really show their strength. Data from multiple sources can be made available to technicians in the field. This will lead to better decisions at a crucial moment. Mobile apps further enhance communications by making it easy for the technician to access the right information and communicate with the right person at the right time.

Imagine getting a customer signature on the spot when the work is completed and sending it to the back office for immediate billing. Online collaboration apps can help the field tech who is stuck on a difficult task chat with senior technicians to walk him through the process. Customers will be delighted with a first-time fix without the need for a return visit. And consider the advantages of the cloud when it comes to upgrades. New versions and upgrades are automatic with minimal IT intervention.

}} *[Try our Service Networks for Contractors for seamless contractor management.](#)*

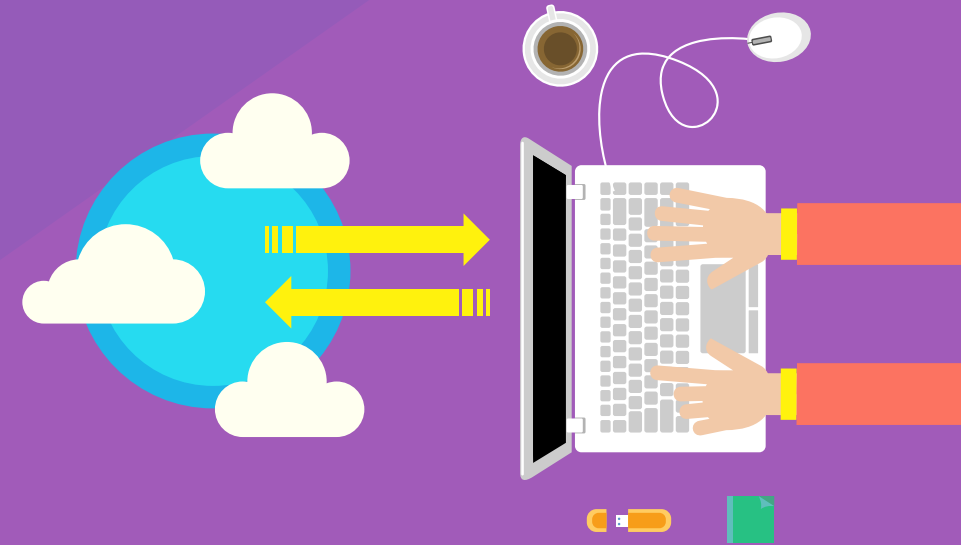
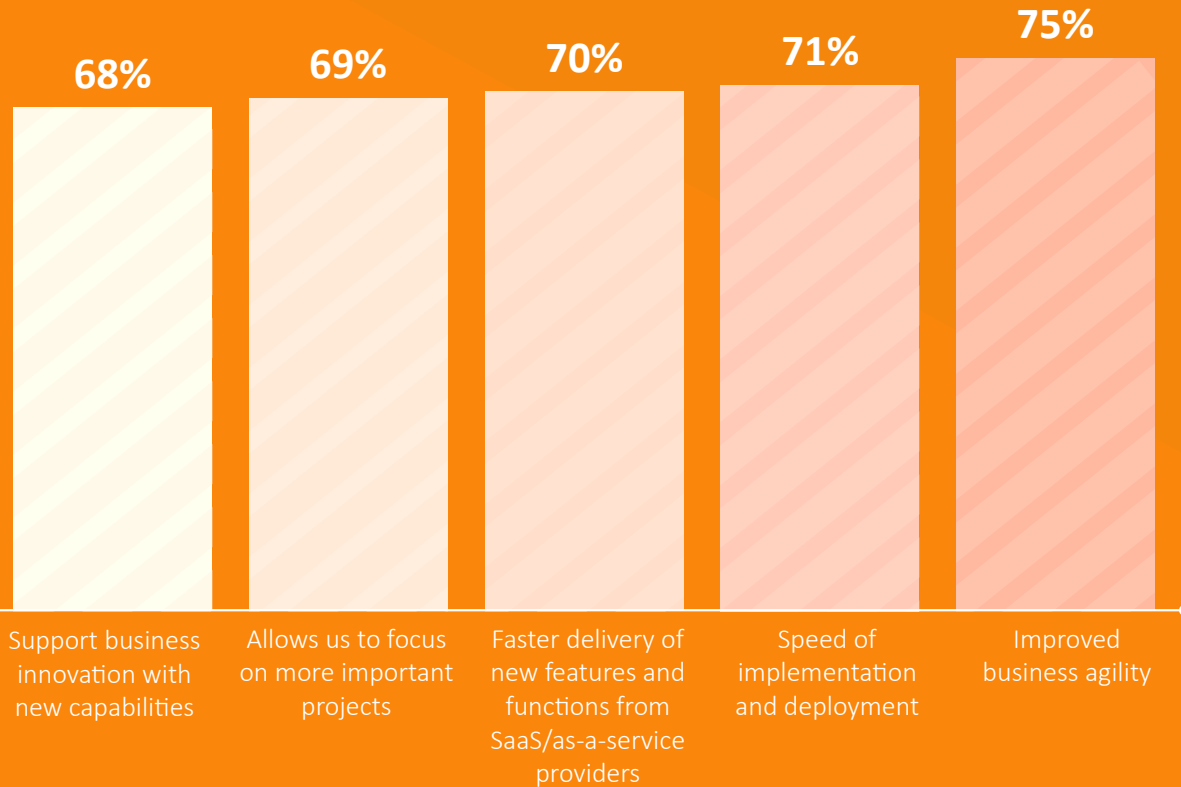


Figure 1 Enterprises See The Cloud As An Enabler Of Business Agility

How important were the following benefits in your firm's decision to use SaaS?



Base: 1,417 software decision-makers whose organizations plan to or have implemented SaaS

Note: Top five responses are shown.
Source: Forrester's Forrsights® Software Survey, Q4 2013

"Want To Improve Your Customer Experience? Turn To The Cloud". Forrester Research, Inc.

IN A RECENT REPORT FROM FORRESTER RESEARCH, AN ASTOUNDING **75% SEE THE CLOUD AS AN ENABLER OF BUSINESS AGILITY.**



REDUCE THE RISK OF USING NEW APPS AND TECHNOLOGIES

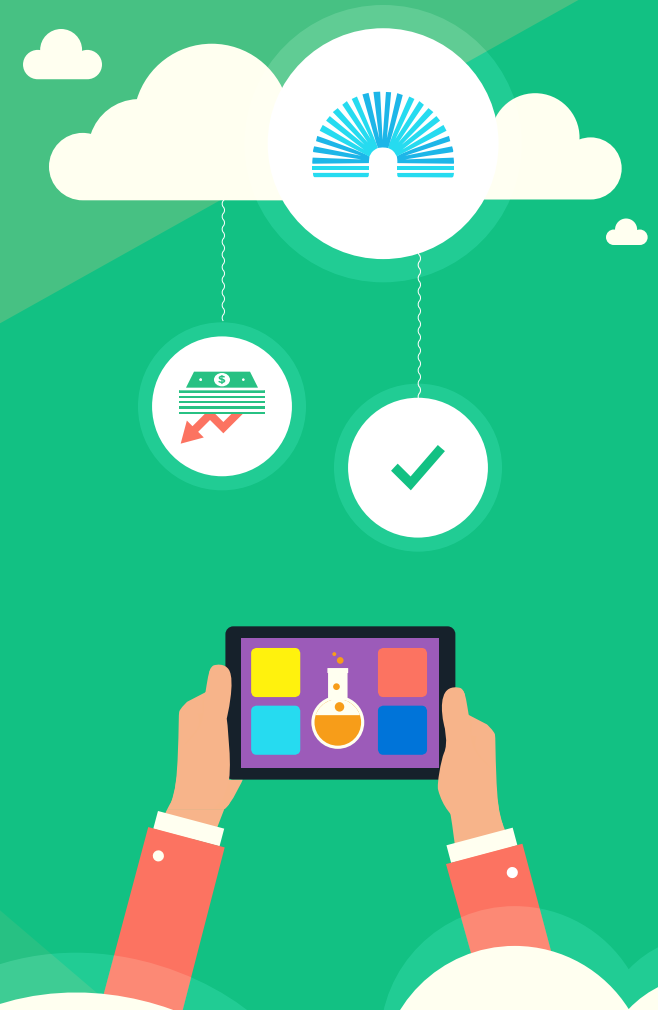
Cloud services provide scalability and elasticity that automatically respond to your needs. If your organization is seasonal, or servicing twice as many customers than before, you will need to innovate quickly in order to meet this demand. For example, a snow removal company will need to handle high volumes of scheduling in the winter season, and even emergency situations during a storm. This presents the ideal business case for Software as a Service (SaaS).

BENEFITS

- ✓ Well tested
- ✓ Lower cost

Picking the right software to power your business is essential for productivity, but your company might not have the means to support a full enterprise solution when starting out. That's when a pre-packaged solution for the cloud makes a lot of sense. Another area with great benefits is with Partners. You can extend your mobile workforce solution to your partners through a web-based connection. This provides the entire ecosystem with a common place for capturing job-related information as it happens.

}} *Try our [Shift Expert software](#) to expertly plan and manage shifts.*





ACCELERATE HOW QUICKLY YOU DELIVER NEW EXPERIENCES TO YOUR CUSTOMERS

Customers enjoy new digital touch points that make it easier for them to receive service. Without an agile mobile workforce management solution, rolling these out to the customer can be challenging at best. The cloud offers a way to increase customer engagement without the up-front costs of supporting an on-premises IT infrastructure:

#1

Simple alerts and messages to customers can remind the customer of an appointment or give them a heads-up on the arrival time of a technician.

#2

An appointment booking app that can be downloaded and used with your mobile workforce management solution can add interactive functionality in a snap.

#3

Customer surveys on the technician's mobile device allow technicians to ask the customer to fill in a short survey on the service they received and interact with the customer in a whole new way.

*Want to try Appointment Booking?
[See how it works here.](#)*



WANT MORE?

Read the blog post [7 Ways Your Techs Can Touch the Customer](#)

ABOUT CLICKSOFTWARE

ClickSoftware is the leading provider of automated mobile workforce management and service optimization solutions for the enterprise, both for mobile and in-house resources. As pioneers of the “service chain optimization” concept, ClickSoftware solutions provide organizations with end-to-end visibility and control of the entire service management chain by optimizing forecasting, planning, shift and task scheduling, mobility, and real-time management of resource and customer communication.

ClickSoftware solutions incorporate best business practices and advanced decision-making algorithms to manage service operations more efficiently, in a scalable, integrated manner.

ClickSoftware is the premier choice for delivering superb business performance to service sector organizations of all sizes. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific.



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