

## Do More, Get More with ViryaNet: Mobile Workforce Management As a CSP Service Differentiator

By Becky Bracken

Nothing annoys a customer more than having to sit and wait for hours for a technician to arrive for a service call. The four-hour time windows, missed work, cancelled appointments and no-shows are enough to drive a subscriber right into the arms of your competition. Today's mobile workforce management solutions can fix the age-old problem of customers feeling like they're being held hostage by a technician's schedule. Far from the days of a dispatcher sitting in front of a push-pin-dotted map, today's slick mobile workforce management solutions can make even the most complex service organization hum with efficiency, keep customers happier, and leverage improved customer service as a competitive differentiator.

ViryaNet is a mobile workforce management solutions provider with an eye toward improving the efficiency and quality of delivering and maintaining communications services. In order to compete and keep customers, telecommunications services need to be reliable, and skilled technicians traveling with expensive equipment must be managed, maneuvered and deployed with surgical skill. The



key: a flexible mobile workforce management system smart enough to manage competing priorities across many platforms and business units. A mobile workforce management solution built to meet the needs of many, often competing, important business objectives.

### It's More Than Drive Time

Every communications service provider (CSP) has a different view of customer service, and that's reflected in how truck rolls are deployed. One CSP might value making appointments with customers with small wait times, others might value sending out the same technician each time a particular customer has an issue. With gas prices spiking worldwide, drive time has widely become a primary focus for driving operational efficiency. Nevertheless, leading CSPs are doing more by optimizing several goals

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together and even carefully balancing those business objectives when those are in conflict, according to Aviram Hinenzon, vice president of marketing with ViryaNet.

“Everyone is sensitive to drive time,” Hinenzon says. “When you automate scheduling, drive times can be reduced by 30 percent. You can schedule more calls and reduce travel time all while balancing how much you want to minimize travel time versus better service. You can do more and get more.”

Naturally, any CSP of any size already has a mobile workforce management solution of some kind in place. But ViryaNet’s solution is geared toward supporting conflicting objectives to help improve the service organization. Conflicting objectives are the inherent contradiction between customer-friendly planning goals like quality of service, the impact of a network failure or the risk of missing a commitment and resource efficiency planning goals like minimizing travel time or load balancing the work. ViryaNet’s mobile workforce management solution provides a mechanism whereby a user can tell the algorithm how to prioritize goals and objectives.

#### **Say Goodbye to “Bad Hair Days”**

With more rigid mobile workforce management solutions, service organizations commonly suffer from what is known in the industry as “good hair days” and “bad hair days.” Meaning, some days the mobile workforce management solution’s optimization is good, other days it’s bad, depending on changes that need to be accommodated throughout the day. But ViryaNet’s solution can adjust to changing scenarios, like busier days or days with frequent calls from disparate locations, to keep the system running at peak efficiency.

“It’s really our secret sauce,” Hinenzon says. “We’re the only solution that has a dynamic configuration and is built for continuous improvement.”

It’s also flexible enough to allow the organization to experiment with the goals that work best for them. Some prefer to balance the work amongst the employees. Others may value scheduling efficiencies. There are many schools of thought about how to maximize a technician’s time and effort. To promote giving customers the undivided attention of the tech, some dispatchers don’t reveal the next job to the technician until the one they are working on is complete. Others want technicians to account for the number of calls they are able to answer in a given day. ViryaNet’s mobile workforce management solution is flexible and smart enough to adjust to the evolving needs of a service organization.

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#### **Have You Seen My Field Tech?**

Frontier Communications is an innovative, competitive CSP that offers voice, broadband, satellite video, wireless internet data access, and data security solutions. With ViryaNet’s solution, Frontier automates and optimizes the deployment of its field engineers with a goal of reducing truck rolls, tracking the progress of service calls, improving response time, and improving customer service.

“A critical issue facing customer service organizations today is manpower utilization. As we acquire new markets, the satisfaction of our customers hinges on how quickly and reliably we resolve service calls,” said Monica Braden, AVP, business operations, Frontier Communications.

XO Communications is another leading provider of advanced communications, managed network and IT infrastructure services for business, large enterprise and wholesale customers. XO uses many components of the ViryaNet solution, including workforce management, scheduling optimization, mapping, contract entitlement, field parts logistics, and automated workflow processing.

“ViryaNet’s applications allow our technicians to interact with other members throughout our organization and provide our customers with a consistent and high quality of service,” Mark Faris, senior vice president of Network Operations with XO Communications says.

#### **Define Success, Then Improve**

The key for any telco--or any field service organization, for that matter--is to start with well-defined service objectives.

“In particular, it’s important to strike the right balance between cost of service and quality of service,” Hinenzon says. “A framework to support

continuous improvement can be achieved by continuously measuring your service metrics and relating those measurements to process changes. This is particularly important for telecommunications service providers juggling dynamic and complex schedules. Secondly, and perhaps most importantly, the market is very competitive. Service providers that want to lead the pack, need to go the extra mile to build their service DNA into their mobile workforce management projects, balance cost and quality, and continuously improve.”

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