



SERVICES
USE CASE

Scaling Service Operations Amidst Disruption

Our Services Use Cases present summary and analysis of a situational market scenario experienced by one or more of Source Support Services' customers. Specific customer names and details have been removed for privacy.

The field services environment today is facing challenges of unprecedented proportions. End-user demands for service quality and performance continue to rise and services disruption has become a very real dilemma for many organizations. In 2020, we saw that many service organizations – especially those in medical technology, enterprise IT and industrial automation – have been forced to adapt to respond to challenges that would otherwise disrupt their normal processes and prevent them from scaling their business.

Amidst these pressures, end-user businesses have continued to operate, and technical product repair and maintenance services are as important as ever. For some of our customers, service demand has actually increased as new business contracts came surging in to install new medical equipment in support of global pandemic response and support ongoing operations in the financial, media, research, and business sectors.



For many, the question that emerged was this: how can I scale my service operations quickly to support immediate service demand increases, despite services disruption, and without breaking the bank?

In this Services Use Case we explore the disruption challenges many service organizations faced during this period. In many cases, service organizations that were able to successfully navigate through disruption and had the capabilities in place to not only maintain business operations through this period but also scale their business.

Meeting Service Demand During a Global Pandemic

The global pandemic and related service disruptions caused several challenges to the operational status quo. Not only that, but together they presented an effective roadblock to service organizations who wanted to scale operations quickly to meet immediate service demand increases. How could they ramp services quickly to deliver on OEM and end-user needs? In addition, how could they achieve that scale while maximizing service quality and customer satisfaction?

Travel Disruption

CHALLENGE

New travel restrictions meant that many OEMs could not fly their existing field engineers to end-user locations to perform any kind of service. Many service requests were either going unanswered or experiencing significant delays and missed service level agreements. Organizations had to find a fast solution to recruit, train, and deploy new field service engineers who could perform services onsite with minimal travel.

SOLUTION

Leveraging a variable workforce meant that OEMs could dispatch local FEs without the time, expense, or headache of booking flights during travel restrictions. Those who wanted to ensure the very best service quality also looked to service partners who not only had such a network but also the processes and methodology in place to train and certify those FEs in a scalable and consistent way.

Workforce Availability

CHALLENGE

As the demand for services increased, particularly in the medical technology market where supported equipment directly impacted pandemic response efforts, many organizations struggled to find the resources needed to complete these new service requests. OEMs could hire more field engineers and grow their network but hiring and onboarding full time employees requires significant investment of both time and money, and OEMs didn't have the luxury to wait.

SOLUTION

Augmenting their existing field service workforce with a local, variable network allowed OEMs to scale their workforce on demand and only pay for direct hours those FEs were in service to the end-user. Alternatively, boosting workforce availability in this way allowed the employed workforce to focus their efforts on high-value, high-complexity support requests.

Service Parts Logistics

CHALLENGE

For organizations that rely on a trunk stock logistics model, getting spare parts to end-user locations became as much of a challenge as dispatching FEs amidst travel restrictions and service disruption. Other organizations experienced shipping delays and warehouse closures.

SOLUTION

Leveraging a service parts logistics model that is driven via a global distribution center and local forward stocking locations granted OEMs greater visibility and control over their inventory than a trunk stock model. It also enabled flexibility in spare parts movement when a local warehouse closed due to lack of staff or international carriers limited movement between countries.



Outcomes

As described above, there were two primary options for most service organizations that wanted to increase scale: hire enough staff and build the infrastructure to meet the increasing demand; or outsource their service needs. Source has helped customers solve these exact challenges by offering a proven, compelling outsourced service solution, providing particular value on:

Cost

Hiring staff, and training and supporting them, is often extremely expensive if not even cost-prohibitive. Source's variable services model grants organizations the flexibility to access and deploy services, training, and workforce on demand. One organization with whom we partner was able to fulfill immediate, large-scale, and short-term product deployment projects in the middle of a global pandemic without the expense and time required to recruit, hire, and train resources themselves.

Speed

Building one's own team and infrastructure, and getting them prepared to work on these projects, can take several months. Source begins ramp-up immediately and in the last several months has helped more than one organization begin delivering onsite services within 2-3 weeks.

Flexibility

Source enables companies to access the exact resources they need at any particular time, and scale up or down as those needs change. This is often more desirable than incurring the hard and soft costs of having to lay off employees or scale back some other way.

Best-In-Class Performance

In the services industry brand identity, performance KPIs, and customer satisfaction are reliant upon fast response time, the very highest service quality, and efficient time to repair. With over 20 years of experience executing millions of same day and next business day support interactions around the globe, we've refined our service model to support our customers' service resiliency and quality performance objectives.



About Source Support Service's Customers

Source's customers are technical product manufacturers in the enterprise IT, medical technology, and industrial automation markets. Since we were founded in 2001, our customers have enjoyed access to a global on-demand field engineer network, a scalable training and certification platform, a global service parts logistics partner network and an advanced services management platform to unify and manage it all.

With over 20 years of experience executing millions of same-day and next-business-day support interactions around the globe, we've refined our service model to streamline support experiences and support our customers' service resiliency and quality performance objectives.

For more information on Source's outsourced service model, and how Source can help your organization quickly scale to match any need, please visit sourcesupport.com.

