

ServiceSMART

Smarter decisions for transforming service management



ServiceSMART solution provides you with a best-in-class enterprise analytics platform to plan maintenance activities, comply with service expectations and optimize service timelines.

The challenges for service management

The delivery of exemplary but cost-effective customer service remains a significant challenge for many global organizations particularly with ever-rising customer expectations. Key challenges and opportunities in the customer service area include:

- Cost-effective data collection and analysis of both structured and unstructured customer data
- Understanding the value of tapping into customer feedback and sentiment on social media
- Enabling faster and flexible response times
- Preferred channel of handling customer service requests
- Understanding the truth of cost to serve and its impact on customer lifetime value.

In order to continually evolve and improve their customer service function, organizations need to adopt a proactive strategy, using next generation technology solutions, to help them understand the cost and effectiveness of their customer service management and take the appropriate actions to transform their customer service experience across all digital and non-digital channels used.

Key customer service issues to be addressed

- *What is my service revenue year on year*
- *What is my cost-to-serve for a customer*
- *What are the top reasons for replacement*
- *What is the infantile or equipment failure rate*
- *What is the failure rate on arrival or during installation*
- *What are the current labor utilization levels*
- *Are the service requests adhering to SLAs*
- *What is the average number of service requests opened with high priority?*

Capgemini's ServiceSMART solution

Our ServiceSMART solution provides you with a best-in-class enterprise analytics platform to plan maintenance activities, comply with service expectations and optimize service timelines.

With an intuitive GUI, excellent user-visualization and, ease of configuration, Capgemini's ServiceSMART solution offers an extensive list of over 290 industry-standard KPIs, dashboards and reports, which help enterprises to understand the cost of the customer service function relating to assets, activity, service requests, contracts, and invoicing.

ServiceSMART provides comprehensive analysis of service data

Our solution offers a suite of comprehensive well-defined specific dashboards including actionable reports on SLA adherence, response times, and cost/profitability analysis as illustrated in Figure 1:

- **Top-line analysis:** Indicators such as top three contract profitability, revenue split, and asset renewal probability
- **Bottom-line analysis:** Contract revenue leakage, and top reasons for leakage such as unplanned maintenance and high labor cost
- **Asset:** An operational view of failure analysis, age by part replacements, and equipment failure rate
- **Activity:** Costs per activity, and performance
- **Service Request (SR):** Cost per SR, reasons for part replacement, labor utilization by employee, center and country
- **Contract:** Coverage by region, renewal probability, and customer contract information
- **Invoice:** Status on invoices generated and payments made.

Figure 1: ServiceSMART solution provides comprehensive customer service reports

Asset	Activity	Service Request	Contract	Invoice
<ul style="list-style-type: none"> • Uptime & down time • Asset aging • Install base & types • Metrics on parts used • Stock equipment failure • Asset status 	<ul style="list-style-type: none"> • Service activity cost • Travel & routing cost • Activity completion • No. of activities • Activity travel measures 	<ul style="list-style-type: none"> • SR call metrics • Service quality/delivery cycle time • Labor utilization • Profit • Revenue • SR aging • SR information • SR cost • SLA measures 	<ul style="list-style-type: none"> • SLA/Contract metrics • Contract renewal 	<ul style="list-style-type: none"> • Late invoices • Open Invoices • Open payables • Payable invoices • Invoiced due amount • Payment made

Comprehensive data model, KPIs, dashboards and reports, analytics, unstructured data support

The solution allows the processing of both structured and unstructured data, such as warranty feedback, services reviews, and discussions on social media. The analytics capabilities enable planning and organizing service requests to minimize warranty claims, increasing efficiency of service contract management, and providing an exhaustive top-line and bottom-line analysis.

The **Bottom-Line dashboard** provides an overview of regional revenue, contract revenue leakage by different categories, top reasons for contract leakage, and the most prominent top contract with the highest significant leakage, etc. The dashboard allows users to drill down on a given state or even a particular asset to view relevant asset performance details and age distribution in that particular country or state; as illustrated in Figure 2.

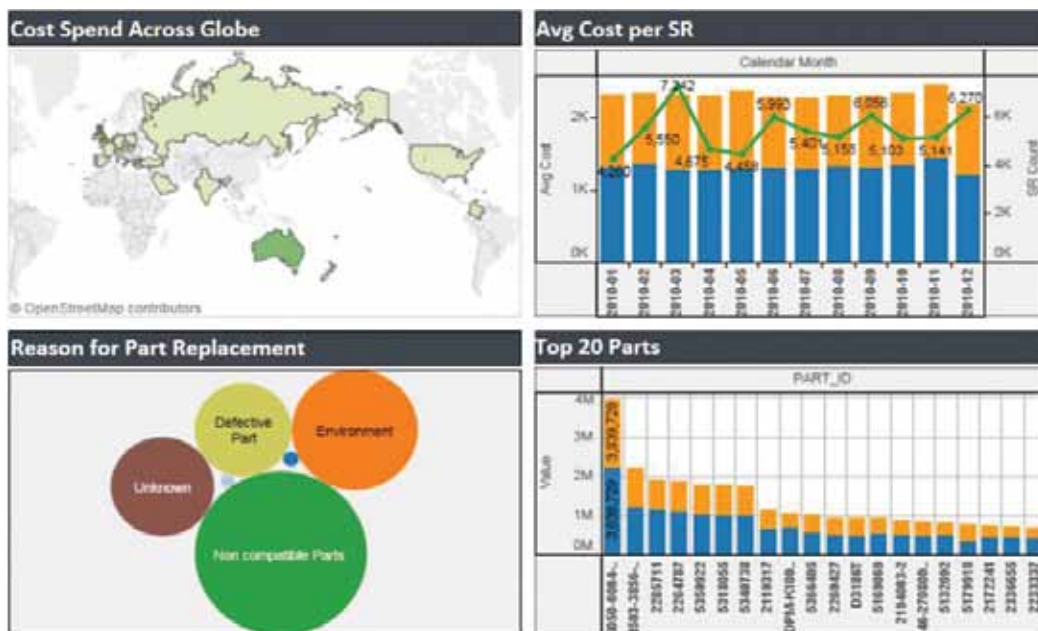
Figure 2: Example dashboard providing a Bottom-Line overview



The **Service Request (SR) dashboard** provides an overview of cost spent on services by region, average SR cost, top reasons for part replacements, and cost details of top 20 parts in service requests, as shown in Figure 3. The dashboard

allows users to filter by year, region and other configurations to get additional insights into the data. For example, when a user drills down on year, a specific yearly report is displayed by region, service request, and parts details.

Figure 3: Example dashboard of a Service Request overview



How our solution works

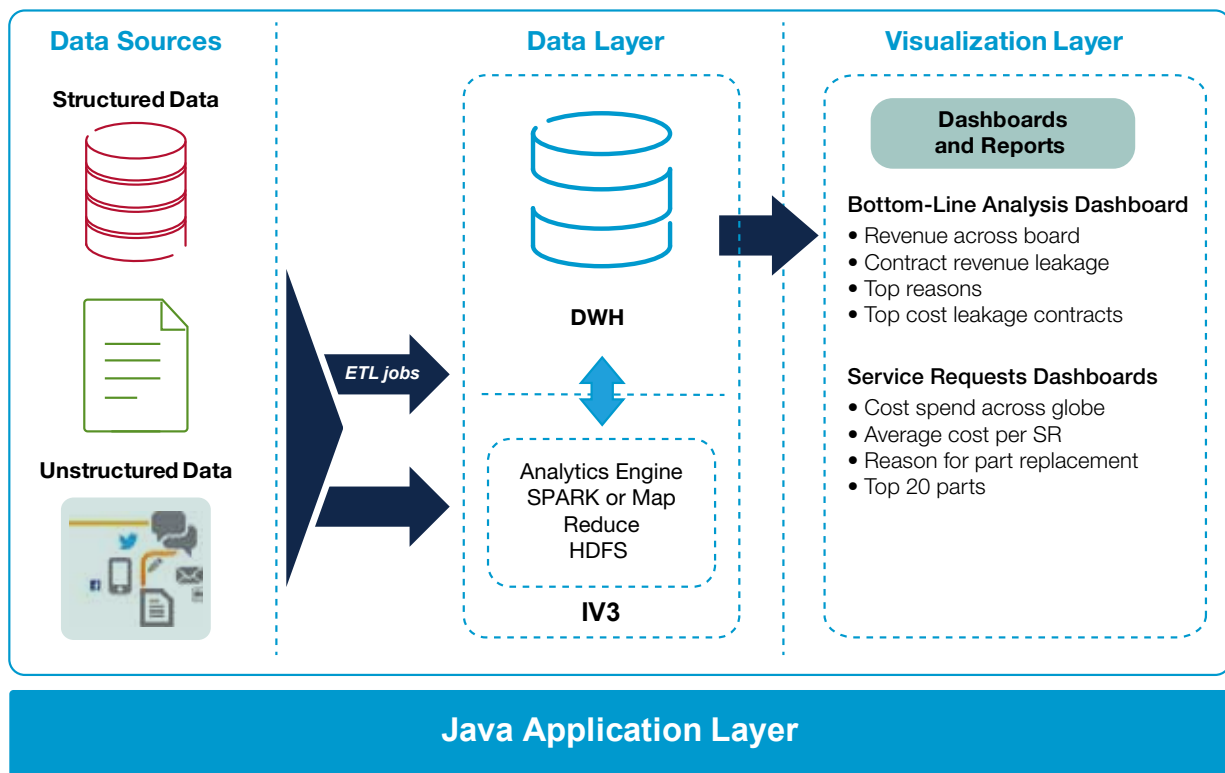
The data source layer extracts both structured and unstructured data from multiple sources into a centralized repository. Data integration and storage covers all sources of data at the most granular level. ETL jobs take care of loading data from disparate sources into the data warehouse, and unstructured data is processed by the HDFS Map Reduce.

Data exchange takes place between the warehouse and Capgemini's IV3's platform, with data being fed into analytical models, and output being fed back into the warehouse for reporting, as illustrated in Figure 4.

The dashboard visualization layer provides an exhaustive list of over 290 reports and dashboards that cater to different customer subject areas and can be accessed through a robust application layer. We offer an accelerated solution implementation in a matter of weeks.

Our solution is tool-agnostic and using scalable composite architecture, can be easily customized for any system and any industry. It offers a customized rich layer of visualization and user navigation to handle multiple source file formats such as .xls, .csv, .xml, etc. The solution provides big data handling capability with fast response times and capability to process vast amounts of service requests data. It ensure 100% data lineage between data modes and reports.

Figure 4: ServiceSMART architecture – from data to reporting



Benefits delivered

We leverage an in-depth understanding of services management across organizations, along with strong technical and domain expertise, to offer the following benefits to clients:

- Unified view of services data for more informed decision-making
- Significant improvement in overall service reliability and customer satisfaction
- Best-of-breed analytic modeling, for areas such as contract renewal probability and warranty claim prediction
- Prioritization of service handling based on view of service cost by location and problem type
- Timely action from reports on renewal probability and time remaining in contract
- Simplified service compliance reporting and reliable foundation for advanced analytics and data mining
- Capability to handle big data with fast response time and process vast amount of service requests data.

Find out more

In the current cost-conscious environment, in which enhanced customer experience matters, investment in services management will maximize your investment in your insights journey and improve service reliability and increase response times.

Contact our SMART Solutions team to see how our service analytics capability can help deliver the appropriate level of ROI of your customer service.

SMART Solutions team

Vikram N Srivatsa

vikram.srivatsa@capgemini.com

Krishna Kumar Singh

krishna.d.singh@capgemini.com

Or contact us at

insights@capgemini.com

Capgemini Insights & Data

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