

Outsourced service delivery: how OEMs are improving customer service while meeting new business challenges.

An organisation's customer service is increasingly being used as a key factor in whether the business wins the sale. A Forbes study found that nearly 60% of consumers were ready and willing to switch in order to have a better customer experience.¹ As a result, customer service needs to be high on a manufacturer's list of concerns.

¹2020 Achieving Customer Amazement Study, Forbes



The difficulties of customer service for OEMs

For OEMs, great customer service can be a difficult nut to crack. Manufacturers often have to manage service delivery, installation and maintenance for equipment deployments that are extensive, global, and complex. Equipment can include items that are difficult to service, for example because they are mission-critical, with limited or no downtime, or are large, complex machines operating in challenging locations.

Once combined with the financial realities of business today (the need to optimise costs, to support new and emerging technologies, while also hitting headcount and EBIT targets) it can be hard for manufacturers to deliver on customer expectations. It's why many are revisiting service delivery outsourcing as part of a hybrid service solution – keeping a talented and experienced internal service team, which is then augmented with a strategic partner, who adds depth and breadth.

Can outsourcing improve customer experience?

Yes. If you choose a strategic field service outsourcing partner, you can dramatically improve customer satisfaction, while also helping achieve greater visibility and control of your resources. Here's how.



1. Access to highly motivated service professionals.

When you outsource part of your business, you put your brand in the hands of another organisation. But in the case of service delivery, you're working with a trusted partner with significant experience of bringing high quality service to increasingly demanding customers. You'll have access to a large pool of already-experienced service professionals, with outstanding customer-focused soft skills, employed by an organisation that knows through long-term experience how to create the ideal working conditions to motivate them.



2. Flexible support to accommodate peaks in demand.

It's not easy for manufacturers to scale up in-house service teams. It either requires engineers to be reallocated from other teams – with a knock-on effect on those areas of the business – or for new engineers to be recruited, a generally expensive process. It's slow to achieve, too, as onboarding new employees can take many weeks or months. Service delivery outsourcers have the advantage of running large scale services teams, and can quickly access a large pool of professional field service engineers to increase the number of engineers available to a particular manufacturer, location, or product line. And, if a peak passes, engineers can be removed from a project without many of the issues of losing full-time employees.



3. The ability to deliver more services in more locations.

Post-pandemic, businesses everywhere are putting growth at the forefront of their business priorities: this could mean expansion locally, or globally. Outsourced service delivery makes it easy for you to start delivering full-service capabilities outside of your core geographies quickly, and without the hassle of having to recruit, train, and support employees in locations that are new to you or alternatively the cost, hassle and risk of sending your core team to remote locations.



Continuous improvement

One more benefit of outsourcing service delivery is often underrated. **You get to partner with a highly experienced service delivery organisation to gain a new perspective of service delivery challenges and current solutions.** Service delivery outsourcers have experience gained from many organisations in many verticals. A true service partner won't just provide labour, but will design solutions to meet your changing needs and offer insights and recommendations, drawing from many industries to give you the best of all worlds. Working with a strategic partner means you'll get a more precise understanding of where and how your service capabilities need to be bolstered.

Cost control and utilisation


Outsourcing service delivery can help improve the visibility of costs – and control them. And when you buy resources in, you only pay for what you get, meaning no charges for holidays and sickness. You get 100% utilisation, something that is rarely achieved in-house. This means you can deliver great customer service even as your business – or customers' – needs change.



Space to innovate, freedom to grow

Outsourcing elements of your operational delivery, or augmenting your team with professional field service engineers, gives your business the capacity to breathe, to regain a helicopter view, and to start thinking strategically again about the operation and business as a whole.

Your most talented engineers are freed from the mundane, enabling them to upskill others, to create solutions and hardware updates and to drive your business forward. Strategic partnering gives you the space to Innovate and the freedom to grow.



It's essential to work with the right business partner. Want to know more about strategic field services solutions from Pitney Bowes?

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