

Field service partnering. A surprisingly effective talent management tool.

In the wake of the pandemic, and with businesses and supply chains attempting to get back to full running, many employees are reconsidering how they spend their days. Lockdowns are certainly bad for business, but they've given a lot of employees, particularly working parents, a taste of how their work life – and work-life balance – can be improved.

Talent management was already an ongoing challenge for manufacturers and equipment distributors, particularly for those with large, global services teams, or who have to service and maintain distributed estates of mission-critical equipment. So, in a highly competitive marketplace, where customer expectations simply have to be met, many manufacturers are now taking a fresh look at a hybrid service model, where they can retain key engineering and service staff, while augmenting the team with trusted, professional outsourced service providers.



Improving working conditions

In a post-pandemic survey, nearly **60% of UK workers say they will start looking for a job if their priorities aren't met.** And with almost everyone grounded for at least part of the pandemic, even seasoned field teams have got used to spending more time at home, or with their families. So it's important your teams are doing work that makes them feel valued.

Field service partnering supports this aim by enabling manufacturers to free employees from repetitive or mundane tasks, whether it's for existing legacy products, or something new in development.

This might include:

- On-site support to deliver repetitive preventative maintenance visits or to provide additional resources for new installations, freeing your teams up to deliver the higher value work.
- Field engineers to provide emergency break/fix repair work managing the demanding SLA's while your teams focus on product development or work with key clients.
- Helpdesk and Remote service support, providing a single point of contact for customer support, delivered onsite, on call, or online. Removing repetitive and easily trained remote support tasks, allowing your team to develop their skills or support new products.
- Complete installation solutions, from creating project, installation and implementation plans, to sourcing, managing and installing equipment in their final locations.



All considered, partnering – also known as outsourcing – gives you access to highly flexible, global pools of service professionals, meaning you can enable your in-house employees to do more of the tasks they value, and spend less time on the road.

Improving career development

Post-Covid, **80% of the people switching jobs are doing so because they believe their career has stalled.**

This is a very real challenge for manufacturers, particularly those making large and complex products, or who operate globally, and run large, well-trained teams of highly knowledgeable service engineers. These teams can often be performing the same tasks, day after day, or week by week, leading to 'boreout' – where people start to feel their job is meaningless.

Boreout leads to an increased likelihood of employee turnover, as well as poor health in those who stay.

Partnering can help you tackle this, by passing the repetitive tasks, like planned maintenance or checks, to external teams. While the outsourced teams are on the road, your in-house employees are freed up to take on tasks that better suit their profiles and aspirations, or need their specific experience of your company. There's more time for training and learning new skills, too, so people can see real career progression.

Attracting new talent

Whether it's for work-life balance, or career development, it's clear that the pandemic has given the jobs market a good shake up, with recruiters now having **more jobs to fill than candidates interested.** With so many workers looking for better opportunities, businesses need to take a closer look at what they're really offering employees who join them.


Elements of the package like salary and benefits are clearly important, so you need to review what you're offering people. Did you know, for example, that **putting the salary on a job advert can get you 40% more applications?**

But fundamentally, people need to enjoy the day-to-day activities related to their role. By partnering on some of the tasks your field teams are expected to do, you can create more appealing job descriptions and working conditions, making it easier to recruit. This approach is flexible to your business too. While some organisations outsource ongoing and routine field work, e.g. predictive maintenance, others might choose to outsource new, complex, and more challenging work, for example installing systems in remote locations that would require people to spend longer away.



Space to innovate, freedom to grow.

The term 'outsourcing' often comes with a negative connotation, but the reality when it comes to field services is far more like a partnership. If you can get the right balance of people skills, across in-house and outsourced teams, you can make your service delivery teams happier and more productive and still deliver impressive customer experiences.



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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