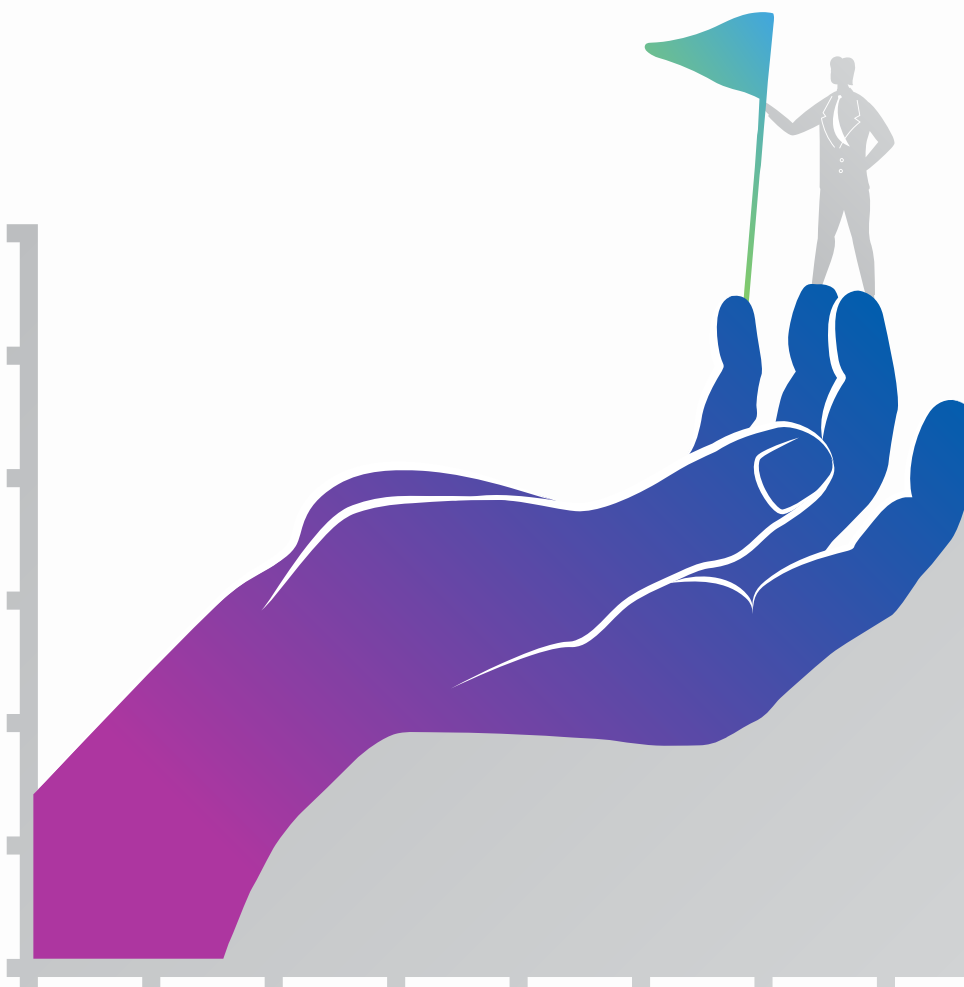


Reducing costs, increasing job satisfaction. How field service outsourcing delivers both.

Every interaction that a customer has with your employees affects the way they feel about your brand. And 89% of service decision makers say that this includes the experience given by mobile workers. It's why organisations need to make sure that everyone, including their field teams, have the skills, training, and motivation to do a good job.

Unfortunately, customer experience isn't the only business challenge post-pandemic, particularly for manufacturers and OEMs, who are also seeing a move away from resilience and continuity in favour of business growth and a return to more traditional success metrics. Outsourcing is still seen as a key enabler of this business transformation. 75% of businesses say their logistics outsourcing budgets will increase over the next two years, for example. But for manufacturers, it's field service outsourcing that's delivering on the promise.



Improving workplace operations

For a long time, the idea of business outsourcing has had a negative perception – that of removing employees, to replace them with an external business doing the same tasks for a lower cost. But the marketplace has changed, and today, outsourcing can deliver significant improvements to the working environment for in-house employees, as well as save costs.

Post-Covid, 80% of the people switching jobs are doing so because they believe their career has stalled, and it's a particularly big issue for manufacturers with large field service teams, or large estates of distributed equipment. As manufacturers try to grow their business ahead of their competition, field service teams are one of the first to feel the pressure.

It can mean having to attend more jobs further away, and having to work on more mundane tasks – there's less time for the interesting work, or training and development that keeps their career on track.

Outsourcing field service delivery can also give manufacturers the ability to quickly and flexibly grow teams to support increases in demand, whether it's a temporary peak, or expanding the business to cover new geographies, without affecting employee job satisfaction. Outsourced field engineers are usually career service professionals, already employed by the outsource service provider, so they can quickly be reassigned and head out into the field, reducing the costs associated with onboarding and training.

Greater visibility and control of resources

[Deloitte says that 'cost reduction is back on top'](#), for organisations considering outsourcing, as we start to see a global recession in the aftermath of the Covid pandemic. If you're a manufacturer and you're looking to outsource service delivery, then the financial and process improvements you can expect to see, include:



Lower management overheads

By outsourcing the responsibility for a whole field service team, manufacturers can simply set targets and desired outcomes, and leave the outsourcing experts with the work of achieving them.



Simplified service delivery costs

Outsourcing gives companies a simple cost structure, with full transparency and full utilisation of full-time-equivalent staff – with no cost lost to internal activities and pressure.



More streamlined procurement processes and supply chain

By reducing the number of support companies you have to work with, and creating a single point of contact for all your activities, in any geography, outsourcing can significantly reduce the workloads for both the procurement and suppliers teams.



Improved uptime and reliability

As well as an obvious effect on end-customer experience, improving equipment reliability and uptime means manufacturers can move more of their resources to other areas of the business, to better support business objectives. This could be to enable a greater focus on innovation, or speed up go-to-market plans for new products and solutions.



A single point of contact for customers


As part of a service delivery outsourcing agreement, the outsourcer can take responsibility for first-line customer support. It means customers have a single point of contact without the manufacturer having to invest internally in another layer of customer service.





Space to innovate, freedom to grow

With the right balance of insourcing and outsourcing, manufacturers can generate significant savings and operational benefits. And it's not all about cost cutting. Taking excess pressure off in-house service delivery teams can create a more appealing work environment, helping stretched manufacturers to retain their experienced staff, and attract the best new talent, too.



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

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