

CASE STUDY

ClickSoftware

“IT’S CRITICAL TO BE ABLE TO PROVIDE A FIRM COMMITMENT TO CUSTOMERS WHEN IT COMES TO SERVICE CALLS.”

Steve Smith, Director of Solution Consulting, ClickSoftware

CLICKSOFTWARE WANTED TO HELP ITS CUSTOMERS EFFICIENTLY HANDLE SERVICE AND MAINTENANCE CALLS.



Challenge

ClickSoftware, which helps a variety of industries schedule service and maintenance calls, needed to ensure that its solution could help its customers gain the most value from their location-based data when booking appointments or scheduling routine maintenance. By collaborating with ClickSoftware, organizations strive to free up their employees to focus on providing stellar customer service, versus spending valuable time in transit.

Solution

ClickSoftware integrated Pitney Bowes Business Insight’s powerful MapXtreme®, MapMarker® and Routing J Server® into its workforce management and service optimization solutions—a dynamic, interactive scheduling solution. Pitney Bowes Business Insight’s products provide the ability to geocode addresses and employees’ locations, plan routes, provide directions and display maps.

SUMMARY

ClickSoftware specializes in workforce management and service optimization solutions. The Burlington, Mass. company works with a variety of industries including telecommunications, utilities, insurance, computer and office equipment providers, and capital equipment providers, helping them schedule service calls and routine maintenance. ClickSoftware also needs to provide the flexibility its customers require to adapt to changing conditions—service calls may take longer than anticipated, traffic conditions may interfere with travel schedules and emergency appointments arise.

ClickSoftware’s customers need to factor in a variety of elements when creating service and maintenance schedules including location of calls and their employees, required employee skills, as well as changing conditions such as unexpected traffic, emergency calls and extended service visits. The company is committed to helping service organizations complete more calls per day, week, month, and year and increase customer satisfaction by getting personnel where they need to be while complying with the service level agreements – responding to service calls.

“It’s critical to be able to provide a firm commitment to customers when it comes to service calls,” said Steve Smith, director of Solution Consulting.

Customers depend on ClickSoftware’s service optimization products to most efficiently meet customer and business needs. “Performance is a key concern,” Smith said. “We’re scheduling thousands of field resources with thousands of activities per day. We need to have extreme responsiveness.”

To help its customers manage their workforces and provide efficient service, ClickSoftware needed a solution that includes integrated routing, geocoding and a user-friendly mapping interface. In addition, the solution needed to be able to capitalize on the wealth of location-based information available.

ClickSoftware’s customers also require continuous visibility into their resources including equipment and personnel. To help its customers maintain their competitive edge in their industries, ClickSoftware also strives to provide a high-level of precision for customers creating dozens of schedules for maintenance and customer service calls.

“WE NEED TO ROUTE FIELD SERVICES, ASSESS TRAVEL SPEED AND OPTIMIZE FIELD RESOURCES.”

Steve Smith, Director of Solution Consulting, ClickSoftware

RESULT

ClickSoftware chose to partner with Pitney Bowes Business Insight, integrating several Pitney Bowes Business Insight products into its service optimization solutions. With Pitney Bowes Business Insight, ClickSoftware can optimize location-based data when scheduling calls, analyzing service routes and juggling unforeseen incidents in the field.

Pitney Bowes Business Insight helps provide greater visibility into a customer's resources whether it is an employee's location or the address for a service call. With Pitney Bowes Business Insight products such as MapMarker® and Routing J Server®, ClickSoftware can plot jobs on a map, pinpoint the location of a customer and employees, create a travel route and provide directions. Organizations using ClickSoftware's solutions can calculate the shortest or quickest timed route between two jobs or calculate directions to multiple stops. By being able to visually pinpoint the address of a service call, ClickSoftware can find the closest service representative to a call, the best route and the optimal time and order in which to schedule the call.

In addition to being able to take traffic and distance into consideration when locating calls, customers can also factor in speed limits and produce consolidated driving directions, which are ideal for limited display devices such as hand held devices.

“We need to route field services, assess travel speed and optimize field resources,” Smith said. “The overall goal is to provide customers with more precise scheduling information, create the most efficient routes for service providers and reduce employee's travel time.”

Starting from Service Optimization version 8.0, ClickSoftware has integrated Pitney Bowes Business Insight's Envinsa® Web Services into its solutions to provide its customers with the latest GIS technology available.

As ClickSoftware continues to strive to provide its customers with cutting edge scheduling and workforce management solutions, its partnership with Pitney Bowes Business Insight helps the company gain the maximum benefit from their location-based data.

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THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

ClickSoftware integrated location intelligence applications such as Pitney Bowes Business Insight's MapXtreme®, MapMarker® and Routing J Server® into its service optimization solutions. Using Pitney Bowes Business Insight's solutions such as MapXtreme, ClickSoftware can create custom mapping and location intelligence applications that provide tailored views of geographic data. With Pitney Bowes Business Insight's products, ClickSoftware is also able to quickly and efficiently map out multiple travel routes factoring in road conditions, location of personnel and resources.

