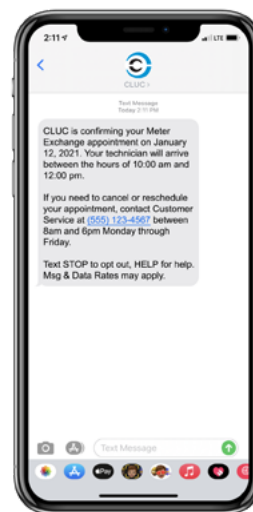# IFS Mobile Workforce Management Customer Engagement

Improve efficiency, customer communication and customer engagement

Customer commitments are important. Customers have both busy lives and rising expectations about customer service. Helping customers to remember appointments can ensure that your organization wastes fewer resources on truck rolls to appointments that customers forget. Traditionally, appointment reminders have relied on manual outbound calls, emails, or the customer visiting the utility web site and logging into their account. With this capability customer communications can be sent via email, IVR and SMS text to increase engagement.

IFS MWM Customer Engagement helps you to increase customer satisfaction by staying in touch with your customers throughout the lifecycle of each piece of work you do with them, and to collect important feedback about their experience. Capture permission to contact and communication preferences as part of a campaign, when the customer account is set up in your customer information system (CIS), or as part of the appointment booking process.

Booking Confirmations

Appointment booking confirmations are sent out when an appointment is scheduled in the Mobile Workforce Management (MWM) system. This communicates the agreed-upon appointment date and time to the customer so that you can ensure that their understanding of the commitment you've made is the same as yours.

Appointment Reminders

Appointments are often booked far in advance, and by the time the appointment time comes, customer memories of those appointments may have faded. Reminders can be set for the week before and/or the day before an appointment to make sure it stays fresh in your customer's mind.

Additionally, a 'day of' reminder can be set up that notifies the customer when the technician is enroute to the order. As a part of the enroute notification, our solution can send the technician's ETA, as well as their photo, so that the customer knows both who to expect and when to expect them. The message that the customer receives can be configured with an option to connect with the technician remotely to discuss their appointment while protecting the technician's actual contact information from customer view. If the order is unassigned from the technician or reassigned to someone new after the technician has already gone enroute, additional notifications are sent to your customer to keep them apprised of the new developments.

Customer Surveys

Customer satisfaction with utility services is not generally well known, only becoming apparent when there's a major issue and the customer is upset. MWM Customer Engagement can send an interactive customer satisfaction survey to your customers upon order completion so that you can gather real-time feedback while the site visit is fresh in the customer's mind. Surveys can be sent either via SMS/MMS text message or by IVR voice call.

Survey results can be communicated back to your CIS in raw form, ready for your own reporting solution, or aggregated to show overall CSAT averages with the ability to drill down into the specifics and delivered at regular intervals (e.g. Monthly, Quarterly).

To help you comply with anti-spam legislation, we support a customer opt-out from all of the communications. Information about all of the communications that are sent out is logged in the application log files and is available to system administrators. The Mobile Workforce Management (MWM) system can also be configured to send these customer contact events to your CIS so that they are a part of the master customer record.
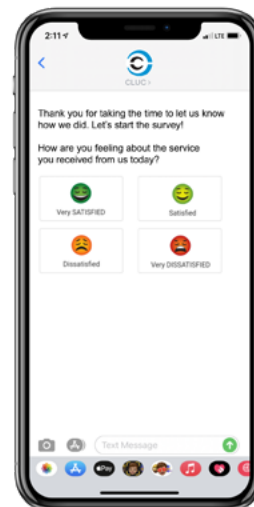
Learn more about how our enterprise software solutions can help your business today at ifs.com.

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