boomerang™

CASE STUDY
AGILENT TECHNOLOGIES

Agilent Technologies

"The only software that we could find in the market that uses unique open SMS technology to manage all database updates and subsequent actions automatically."

Stephen Edwards, EMEA Project Manager at Agilent

boomerang™

WORKFORCE MANAGEMENT

CHALLENGE

Agilent supplies organisations globally with measurement instrumentation, software, and services across a wide range of industries. With major operations running in Europe and India, hundreds of engineers are required to regularly check instrument and product performance. Contacting engineers individually via phone calls and one-way SMS, and managing status updates manually has proved an administrative and economic burden. Agilent recognised the requirement for an efficient communications solution for field force management and scheduling.

PROPOSAL

Boomerang proposed to automate Agilent's database workflow management to communicate with service engineers and provide back office staff with real time visibility of engineer status updates.

> INDUSTRY: Biotechnology
> WEBSITE: www.agilent.co.uk

PROCESS

- Send SMS to field based engineers notifying of new job alert

- Request a response from engineer to confirm if available or unavailable

- Issue job to first engineer confirming availability

- Send a further message requesting regular status updates until job is complete

- Provide back office staff with real time reports based on engineer status updates

- Automatically schedule follow up calls after task completion

> "Our engineers receive the exact information required at precisely the time they need it'

SUMMARY

Boomerang's intelligent two-way SMS technology allows Agilent to harness the mass medium of SMS and automate business processes with distributed field engineers. Linking multiple outbound and inbound text messages containing specific customer and instrument data, enables new actions to be triggered and provides Agilent's back office staff with real time visibility of every task's progress.

BENEFITS

- Reduce call centre costs by automating field engineer job fulfilment using SMS

- Free up staff time by reducing administrative burden of manually engaging with engineers

- Increase business process efficiency and speed up engagement with field engineers

- Make better informed decisions by providing real time visibility of engineer status updates

boomerang™