



Com Hem Case Study

40% of Sweden's households, or 1.78 million homes, are connected to Com Hem's network and have access to the market's broadest TV offering, complete broadband and fixed telephony services. Com Hem was facing fast expansion creating huge demand and pressure on the field service organization. They turned to isMobile to provide a workforce management solution, to deliver increased customer satisfaction and improve service efficiency.



Company Challenge – To improve customer relations.

The main challenge was to improve customer relations during a period of rapid growth. One problem for customer service was that they could not give customers accurate timings for the visit, and if customers called in and changed the requested time, it was extremely difficult to communicate the new visit time with the technician. In order to tackle these problems, Com Hem management decided to implement a Mobile Workforce Management solution from isMobile. The isMobile solution enables people from both the call centre and dispatch to see in realtime what is happening in the field, and if necessary change the scheduling of maintenance and repair activities. In addition, Com Hem is now able to inform customers on the exact status of appointments. This has resulted in increased satisfaction from customers, and reduction in the frustration levels of the call centre staff, the dispatching department, and most of all from field service technicians.

Change is challenging.

How to handle the people side of the change process?

The number of different types of field assignments is increasing all the time. For Com Hem there are more than 100 different services or emergency tasks that the field worker is expected to handle. How can 100 different types of assignment be handled in the same solution? And how can all the field service technicians be instructed to solve each assignment in an optimal way? The result of this increase in the number of different assignments is that processes have to change more frequently than before.

The isMobile solution makes it easy to simulate the proposed new processes, thereby facilitating change. Engage personnel from different affected user groups in the change process is also facilitated by the solution, and increases the acceptance of the new process by the users, who can identify more easily with the changes. In addition, the ability to simulate the new (or changed) processes before going live allows for easy problem identification before the problems are “felt” by the organisation.

Com Hem, together with isMobile involved a task force of representatives from field service technicians, dispatchers and service management at a very early stage in the project. The task force identified all of the work steps for the 100 different assignment types. isMobile’s graphical “drag and drop” workflow definition tool, “Bla Studio” was then used to configure the processes and reporting requirements for each assignment type, and within a few days training, Com Hem was using this tool themselves, without paying expensive third party consulting fees. Bla Studio is not only used during the initial implementation. It is easy for Com Hem to use the tool to add new workflows or changes to service assignments, as they occur and are required.

Dispatching personnel has got better control and work conditions.

Com Hem dispatchers were spending too much time on routine and mundane dispatching work, and not enough time focused on the real “problem cases”.

The isMobile solution allows group of assignments to be planned and dispatched simultaneously, thus reducing significantly the time spend on dispatching “easy” assignments. 30 - 40 assignments can be dispatched from start to finish in a couple of minutes instead the hours it often took earlier. This allows the dispatchers to spend more time on qualified problem solving and delivering real and valuable support to the field technicians.

Empowerment of field work force.

Before introducing the isMobile solution, each individual technician needed to visit a physical office first thing every day, to print out work orders and to plan and estimate travel times and routes. Today all this work is done automatically in

Bla Coordinator, the work order scheduling solution. The technicians have GPS installed navigation in the

PDA solution, and isMobile is easy to integrate with third party navigation solutions to optimize travel distance and time. Com Hem was aware that they needed to involve the mobile workers very early in the project,



in order to ensure both a rational and emotionally acceptable project result. Ration in terms of getting the right information to the mobile worker, and getting the needed information back, and both in a timely manner, and emotional in terms of making sure that the mobile worker had control over the outcome of the planning process, as well as a solution that was intuitive to use. As a result, more time and resources are available for productive work, for improving customer relations, and for providing competence development.

In addition, the solution is used in cooperation with Com Hem subcontractors.

In addition to the internal field service force Com Hem use many external subcontractors. Com Hem needs to be able to trust and monitor the service given by their subcontractors. The isMobile solution gives Com Hem the possibility to make available relevant parts of the solution to external service providers.. Com Hem can thus delegate assignments to subcontractors, but retain the ability to monitor execution, therefore not abdicate the responsibility for guaranteeing the highest quality of service to its customers.



Com Hem in Brief

40% of Sweden's households, or 1.78 million homes, are connected to Com Hem's network and have access to the market's broadest TV offering, complete broadband and fixed telephony services. The company has 700 employees and is headquartered in Stockholm, Sweden.

Com Hem is facing fast expansion creating huge demand on the field service organization. Headlights from last annual report 2007:

- Com Hem's triple play customer base grew by 96%, with 159,000 customers subscribing for all three services – digital TV, broadband and telephony – by 31 December 2007.
- The telephony customer base grew by 45% to 261,000 by year-end.
- The broadband customer base grew by 18% to 479,000 by year-end.
- The digital TV customer base grew by 19% to 394,000 by year-end.