Setting Customer Expectations

This document was developed as a training guide for Verizon Carrier Sales Representatives as a way to properly set expectations with Field Force Manager (FFM) sales prospects and new customers. Please feel free to leverage this content when communicating with customers.
During the sales cycle, it’s critical to set the correct expectations with customers regarding product positioning, functionality, activation, training, field employee adoption and on-going customer support. Failing to set proper expectations can lead to decreased customer satisfaction and increased churn.

Points to Cover

- Product positioning
- Package selection
- Choosing the right device
- How GPS works
- Maximizing GPS performance
- The implementation process
- Employee acceptance
- Ongoing support

There are more selling tools available on the Verizon partner site: xora.com/partner-login/. Please reach out to your Xora sales rep for any questions about this document.
Product Positioning

Properly positioning FFM as a mobile workforce management solution is critical to setting the correct tone for the sales conversation. FFM should not be positioned as an employee tracking system for companies to use to monitor their employees. The technology of the product, the devices it supports, and the networks on which it runs have all advanced, enabling FFM to evolve into a powerful tool to help businesses with mobile employees increase productivity and reduce costs.
Package Selection

Helping your customer select the right package is very important. While lower-priced packages are often quicker to sell, they are not the right fit for every customer. Similarly, higher-priced packages may be loaded with features that your customer does not need. It’s important to understand why your customer is interested in an MWM solution and how they plan to use the software. By taking the time to ask your customer about their field operations, how they interact with customers, and what tasks they want to automate, you will be able to recommend a product package with just the right set of features to meet your customer’s expectations and maximize their success.
Choosing the Right Device

Some customers may want to use the least expensive devices possible. It’s important to understand the work environment of their mobile employees and how they intended to use the product. Depending on the work environment of the customer’s mobile team, the customer may be better served with a more rugged device. Or, perhaps a smartphone or tablet is a better fit. Below are a few things to keep in mind:

- FFM supports more than 140 mobile devices, over 75% of which are Smartphones or tablets (iOS, Android, and BlackBerry). A list of supported devices is available on the FFM support site: http://support.fieldforcemanager.com/devicelist.html/

- Smartphones and tablets often have better GPS receivers than feature phones. They also enable users to take advantage of more advanced product features.
How GPS Works

Properly explaining GPS technology and setting the correct expectations regarding GPS usage is very important to maintaining customer satisfaction. Many customers make assumptions about how GPS technology works, its performance and accuracy. Below are some key points to stress:

• Unlike radio and TV signals that reach receivers from above, the side, or through walls, GPS signals come straight down from the sky. This means that devices need a clear line of sight to the sky in order to capture accurate GPS data.

• Many factors can impact GPS performance, including the strength of the carrier signal, the device’s remaining battery life, and environmental factors.

• Actions - time card punches, GPS-triggered alerts, job data - recorded when a device is indoors are captured (stored) and then uploaded (forwarded) to the management application when the employee goes outside.
Maximizing GPS Performance

By understanding how GPS works, managers can make recommendations to their employees to help the FFM mobile app collect timely, accurate information. Here are a few tips:

• **Maintain a line of site to the sky.** When employees are in their vehicles, keeping mobile devices on the dashboard will allow the devices to collect the most accurate GPS data.

• **Keep device batteries charged.** As battery life degrades, so does the ability of a device to collect GPS points. Additionally, the more frequently a device collects and sends GPS data, the more battery power is needed. Mobile devices should be plugged into car chargers when employees are driving in order to preserve and replenish battery life.
Implementation Process

FFM provides industry-leading implementation and training. This is a powerful selling point. Below is a summary of the support Verizon offers to new customers.

Training and support is provided over the phone and via web conferencing. Onsite training is possible for a fee, but please talk to your Xora sales representative prior to committing to this. Your sales rep can provide more information regarding Xora professional services.

All customers
Customers will receive a welcome email from the FFM support team 24-48 hours after their orders have been processed. It will include log in information and instructions on how to get started.

Customers purchasing 1-4 units
Xora will email instructions on how to activate the web management application and how to download the mobile app. The customer will also receive links to live online training sessions and support tools.

Customers purchasing 5-19 units
A Xora-FFM training manager will schedule a one-on-one webinar with the customer to help them set up and navigate the FFM web and device applications. Training managers take the time to understand why the customer purchased FFM, then use the information to tailor the training session to the product features most in line with the customer’s business goals.

Customers purchasing 20-99 units
These customers will be assigned a dedicated project manager who will walk the customer through the web and device set up process. The project manager will then set up a separate business discovery meeting to explore the customer’s reason for purchasing FFM and their intended use of the product. Together, the project manager and customer will develop an implementation plan including personalized, live training.

Customers purchasing 100+ units
Customers purchasing more than 100 units will receive the same initial support as customers with 20-99 units. In addition, they will be assigned an account manager who will work with them regularly to find ways to maximize their FFM usage, answer questions, resolve issues and ensure overall satisfaction.
Employee Acceptance

Getting mobile employees to start using FFM is one of the biggest challenges new customers face. FFM requires changes to the way daily tasks are performed, and this can take some getting used to.

Making a change to the way common tasks are performed – like using a phone vs. paper for recording time sheet information – may make some employees uncomfortable at first. Further, employees often fixate on the tracking aspect of the product, worrying that GPS is a “Big Brother” technology that employers will use to monitor them. Advanced preparation can help speed employee adoption of the system. Below are some best practices that companies should consider when presenting FFM to their mobile employees:

• **Get field employees involved early.** It’s important to let employees know in advance that the company is planning to purchase this type of product. Opening the discussion early makes employees feel included and helps them understand the company’s reasoning. When employees understand that the product is intended to make their jobs easier by reducing paperwork, streamlining workflow, or improving dispatch, the GPS aspect of the technology doesn’t seem quite as alarming.

• **Explain the benefits.** FFM benefits the company’s bottom line, but it makes employees’ jobs easier as well. Customers are encouraged to explain the direct benefits to mobile employees:
  » Mobile time sheets and forms eliminate time-consuming paperwork and office trips.
  » Mobile data collection is quick and accurate, ensuring employees are paid promptly for the work they do. Capturing a time and location-stamped record of work completed at each job helps speed billing and resolve customer complaints.
  » Fewer calls from dispatch mean employees can focus more on working and less on answering questions. More work completed often means bigger paychecks.
  » If a vehicle breaks down, bad weather hits, or an accident occurs, mobile employees can feel more secure knowing that their company will always be able to find them and send help if necessary.

• **Set clear expectations.** An executive sponsor can smooth the adoption process by setting clear expectations about employee use.
Ongoing Support and Maintenance

Verizon is dedicated to providing outstanding customer service. The Xora-FFM customer support team is available 24 hours a day, 7 days a week, 365 days a year. A customer support representative can be reached via email or live on the phone at all times. Additionally, the Xora-FFM support website contains many self-service tools, including training videos and webinars.

Customer will be notified in advance of software updates, which occur approximately three times a year. After a release, updates to the management application are automatic. The device app will need to be manually updated in order to access any new features.
About Xora

Xora® is the #1 market leader in mobile workforce management. Our flagship product is a suite of configurable mobile apps and a web-based management application that helps mobile businesses and their field employees work smarter and faster.

Xora mobile apps turn any mobile device into powerful productivity and data collection tools. The management application processes and reports data are used for improved business insight and decision making.

All of our products can be integrated with back-office systems and other applications to automate business processes and eliminate manual paperwork. Xora’s cloud-based model makes deployment easy and cost effective for organizations of all sizes. More than 16,000 organizations rely on Xora every day to save money and grow their businesses.

Corporate Headquarters
850 N. Shoreline Blvd.
Mountain View, CA 94043
Phone: 877.477.9672
Fax: 650.938.8401
email: sales@xora.com

Midwest Office
2770 Blue Water Road
Suite 400
Eagan, MN 55121