

2022

Customer Impact Report



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INTRODUCTION

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TrueContext agile field team platform enables those who support technicians and/or engineers to rapidly deploy custom apps. These mobile apps are designed to empower field teams with the context and intelligence they need to be more effective and safer at their job. Our solution gives field technicians digital tools to help them complete high complexity work.

Our solution drives quantifiable business ROI for the many large and enterprise customers who rely on us to keep their operations running efficiently. Global brands with hundreds to thousands of field technicians and engineers use TrueContext to achieve positive business outcomes.

To determine the impact TrueContext has made within our customers' organizations, we continuously solicit their direct feedback. We use various channels, including case studies, webinars, and other advocacy-oriented activities. We have also commissioned top market research consultancy Wakefield Research to conduct a survey to help us establish the results our customers have obtained from using our solution.

"I've got roughly 4000 technicians in North America that are like 4000 salesmen out there that are selling every day... the tools that we've created...make it easy for them to sell a \$10,000 repair...."

BUDDY SAUCIER
VICE PRESIDENT, HVAC SERVICE



"This whole thing is to streamline a process, but my main goal was to make people's lives better. How do you do that? You make their jobs easier. You make it more pleasurable to come to work. If they don't have to fight to get the information and figure out what they need, that's worth it."

BRYAN MORROW
DIRECTOR OF QA & QC, NORTH REGION



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TECHNICIAN EFFECTIVENESS

Technician effectiveness is critical as customer expectations continue to rise and the work performed by field teams is increasingly challenging. The Service Council's Voice of the Field Service Engineer survey reports that as many as 75% of field technicians believe that products have become more complex and require increased technical knowledge than when they started out in their role.

What do we mean by effectiveness? It's empowering your technician to do everything possible to keep customers happy and assets running.

KEY SURVEY FINDING

→ TrueContext increases technician effectiveness for complex work

65% improved their first-time fix rate

Our customers not only see that jobs take less time to complete with TrueContext, but their technicians are also now making fewer trips.

This increase in first-time fix rate (FTFR) that TrueContext generates results such as greater customer satisfaction, increased technician utilization, reduced costs, and limiting unnecessary truck rolls.

78% reported FTFR

65% believe we improved their FTFR

85% say we make it easier to get everything done in 1 trip

"TrueContext represents productivity if I was going to sum it up. That's why we want to leverage digital technology to make us more productive because as labor and expertise gets more questioned, we need more support out there for productivity."

JIM WOOLLEY
DIRECTOR OF SERVICE OPERATIONS
KONE

85% increased their technician productivity

Time is money. TrueContext helps technicians complete even the most complex work quickly—and without incident. A whopping 85% of those who responded to our customer survey reported an increase in technician productivity as a result of using TrueContext, including 25% who say it has increased significantly.

More than 2 in 5 clients (42%) say TrueContext has reduced completion times—and those who replied in this way say it's shaved off an impressive 33 minutes on average.

"TrueContext has saved [200] drivers three minutes per service call, or 750 hours every month."

JODY SMITH
FLEET OPERATIONS MANAGER





“Often it took three years to get somebody up to speed with the amount of information they need to know and understand, but if they have a form that helps guide them, they start to know and understand it quickly and easier and it’s uniform. It’s consistent.”

BRYAN MORROW
DIRECTOR OF QA & QC - NORTH REGION



KEY SURVEY FINDING

→ TrueContext empowers field technicians

Onboarding

Many companies are facing significant challenges attracting and retaining skilled field technicians. It’s a difficult job with plenty of travel, long hours and involves work that is often performed in dangerous conditions. In addition, with changing demographics, large numbers of the most seasoned and experienced techs are retiring and not being replaced proportionately.

The growing volume of service work and understaffed field service teams means fewer hours are available to onboard new technicians. Training and retraining field techs to reliably handle complex tasks is a strain on the organization. Many technicians feel they do not have adequate training to do their job properly.

To meet this challenge, onboarding and training initiatives have increased importance for both field techs and their organizations. These activities help technicians feel valued and empowered. On top of this, organizations gain confidence that they’ve provided enough information to help workers complete their work effectively and safely.

Our customers believe that using our platform has made it easier for new technicians to start their work off on the right foot.

72% reduced their onboarding time

Nearly 3 in 4 (72%) say onboarding time has come down as the result of using TrueContext.

55% experience technician independence by day 6

Among those who have seen onboarding improvements, 55% say new techs are quicker to work independently by an average of 6 days.

Less paperwork, more relevant work

Our customers believe that 22% of their field techs’ time is spent performing administrative work. This is a significant loss of time and money and demoralizing for technicians who just want to do what they love.

“I just feel in general, field techs across a lot of industries are asked to do more and more outside of turning wrenches or whatever they may do. I’ve said for a long time, you get the most money out of me when I’m turning my wrenches, not doing paperwork.”

ZACH ZENTZ
SERVICE TECHNICIAN TEAM LEAD



89% reduced their administrative burden

An overwhelming 89% of our customers say our product has reduced their administrative burden, including 40% who say it has gone down significantly.

KEY SURVEY FINDING

→ TrueContext increases technician satisfaction

So far, we've touched on the gains TrueContext's customers have secured when they use our product to onboard, train, and reduce administrative tasks and paperwork.

Beyond the operational successes like saving time, money and increasing one's digital transformation capabilities, our agile field team platform helps companies increase technician satisfaction.

Why is this important?

During a time where labor is at a premium, improving job satisfaction for techs—and improving retention rates—can't be overstated.

- The U.S. labor market is expected to face a shortage of -8.2 million workers by 2027.
- The Manufacturing Institute forecasts that nearly 2.5 million people will retire between 2015 and 2025, resulting in a 2 million worker shortage. Every sector should expect the same as part of the 'silver tsunami.'

According to The Service Council's Voice of the Field Service Engineer survey:

48% of respondents said what keeps them in field service is the work.

92% said their favorite part of their day-to-day work is either solving customer problems or fixing or repairing things.

34% don't know whether they want to stay in the field.

How TrueContext increases tech satisfaction

TrueContext empowers field technicians to become more effective by providing powerful digital tools that give them the context and intelligence needed to do their best work the first time around.

Our solution sets techs up for success.

83% increased technician job satisfaction

83% of TrueContext customers agree that implementing TrueContext has increased field techs' job satisfaction.

26% saw **significant** gains in satisfaction

"TrueContext keeps technicians from feeling like it's an overwhelming amount of paperwork that they've got to ride around with. When you have it on an app [...] it doesn't have nearly the same detrimental impact and that's been a huge win for us."

MATT LAMBERT
VP, OPERATIONS



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EMPOWERING THE ENTIRE FIELD TEAM

It's not just field technicians who benefit from using TrueContext. Entire field teams see a reduced administrative burden that is further multiplied across a company's back end.

91% improved complex field work execution

A whopping 91% of customers agree that our platform has made handling complex fieldwork easier for everyone involved—including an impressive 47% who agree strongly.

Enterprises and field teams have a hidden treasure trove of data that tends to sit in silos. TrueContext is unique in its ability to ingest data from multiple core business systems (FSM, EHS, EAM, CRM, ERP) and then make this valuable data intelligently available to technicians, in context, based on the unique work they are handling. This data can be combined with newly collected data and assembled into contextual data records and reports.

"The overall efficiency of having that reporting stream is very valuable and saved them a lot of money because you're taking time back from people who would have had to have been reporting in spreadsheets and creating these manual reports from the data."

KENNETH BOHN
SERVICE OPERATIONS MANAGER
SHELL

"The impact has been pretty great. A lot of time reduced and spending with all the departments in building output documents, putting together the information, having all of the data points right there at their fingertips has been really good."

BRIAN MORROW,
DIRECTOR OF QA & QC - NORTH REGION



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SAVE TIME ON EVERY JOB

Completing fieldwork in a timely manner is beneficial for both the field tech as well as the company's bottom line. Three in five (60%) report taking less than an hour to complete a typical service job in the field.

Let's do a bit of additional number crunching to establish the ROI you can see from adopting TrueContext.

→ Assuming your technician completes 7 jobs per day, they save 13 minutes per job which translates to **90 minutes saved per day.**

"With one hour of savings per day for 200 users, that's 4,200 hours per month. It equals out to about \$180K per month in savings."

MARK FRASER
REMOTE FEED SUPERVISOR

Cooke



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SAFETY & COMPLIANCE

Field service is an extremely risky job. Technicians spend their days engaged in a wide variety of activities that put them in harm's way. They often scale massive heights, perform repairs in challenging weather conditions, and are exposed to hazardous chemicals or high voltage electricity, to name but a few of these dangerous circumstances.

Ensuring that technicians aren't injured or killed while on the job is of primary importance for organizations. Avoiding costly shutdowns that arise from safety-related work stoppages is also top of mind.

Beyond the nature of the work itself posing a danger, assets are increasing in complexity. Also, compliance requirements and service level agreements are becoming more dynamic and challenging for techs to adhere to. Customers and governing bodies are growing more exacting regarding what they expect.

Agility is needed to keep pace with change and maintain a high level of accountability. Failure to ensure compliance can result in:

- Lawsuits
- Lengthy audits
- Downtime of machinery, assets, or job sites
- Loss of contracts should customers take their business elsewhere
- Negative perceptions that can impact hiring, investment, and future contracts

7 seconds

A worker suffers an on-the-job injury every seven seconds.

Top 5 industries

Installation, repair, and maintenance work hold standing in the top five occupations with the largest number of workplace injuries.



"In an industry where safeguarding employees and the job site is paramount, TrueContext has greatly helped to streamline and speed up our health and safety data collection and reporting."

CHRISTINA LINDSTROM
HEALTH AND SAFETY MANAGER
OBAYASHI

“We’re hitting between 95 and 100 percent compliance on a monthly basis.”

PATRICIA RICHARDS
MANAGER OF BUSINESS DATA ANALYSIS



KEY SURVEY FINDING

→ TrueContext increases safety & compliance

TrueContext agile field team platform makes sure that protocols are in place to protect field technicians. The adoption of safety and compliance protocols is easier to adhere to when field workers have the precise information they need to be successful, made available to them in context. This includes embedding safety steps directly in the work process and providing details on an asset, site, and compliance requirements.

49% experienced decrease in compliance incidents

49% of TrueContext's customers experienced a decrease in compliance incidents among those of our customers who are leveraging our solution to track compliance.

61% experienced decline in safety incidents

61% of TrueContext's customers experienced a decline in safety incidents among those of our customers who are leveraging the solution to decrease safety incidents.

“Managing compliance for me is profitable. It’s business winning. It’s a big differentiator. The partnership with TrueContext is helping us to be in that space and I’m really proud and really excited about where the journey is going to take us.”

JIM WOOLLEY
DIRECTOR OF SERVICE OPERATIONS
KONE

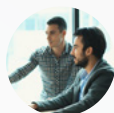
SUMMARY

TrueContext aims to help empower field teams to meet increasing demands. Our field team platform delivers the context and intelligence needed to overcome the challenges of modern field service.

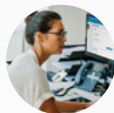
With TrueContext...



Field technicians are enabled to reliably complete complex work on the first visit.



IT/CIO staff appreciate the decreased burden placed on their shoulders thanks to the democratization of app building throughout the company.



Analysts and business technologists have everything they need to develop, iterate, and own field business processes.



Line of business owners are primed to increase technician efficiency with contextual and intelligent work guidance.



Asset managers benefit from increased asset uptime thanks to rich data collection, reports, and reliable service execution.



EHS managers gain value from having safety, compliance, and training procedures embedded directly into the work process.

See TrueContext in action

[BOOK YOUR DEMO](#)