



CASE STUDY

Optimizing Field Service with ServiceMax and GoFormz

Inspecta

CUSTOMER QUICK FACTS

INDUSTRY:

Testing, inspection and certification

SIZE:

1,600 employees

HEADQUARTERS:

Helsinki, Finland

WEBSITE:

www.inspecta.com

SYSTEMS IN USE

- GoFormz & ServiceMax Platform
- ServiceMax Field Service App on iPad

CRM: Salesforce

The pivotal moment came when...

- Servicing customers in 8 different countries led to a new digitization strategy
- Paper work orders and disparate systems created a bottleneck for productivity improvements

Applying technology led to...

- A single field service platform for local and cross-border teams to collaborate
- Elimination of manual data entries into multiple systems

The road to success is delivering...

Increased efficiency of field inspection engineers

Higher customer satisfaction thanks to real-time, actionable data

Faster billing and time to invoice with onsite customer document delivery

CHALLENGE

With field inspection engineers performing as many as 1,000 inspections annually for 100,000 customers in eight countries, the asset health company Inspecta must manage a complex web of service records, customer data, and technical specifications for everything from elevators to power boilers.

“The promise we give to our customers is that we help improving their operations,” says Timo Okkonen, CEO Inspecta. The company provides inspections, testing, certification, and technical consulting for process industries and industrial

manufacturing, real estate and construction, as well as service and trade sector. “We make sure their facilities are safe, and help prolong the life of assets. We like to think of ourselves as the invisible force that keeps the businesses running.”

The company prides itself on its ability to provide quality service to customers while also providing field engineers with the best tools for the job. “We’re big believers in enabling their work,” Okkonen says. “After all, our people in the field are the ones who make decisions.” But without a common platform to manage its service operation, “we could not accomplish these goals,” he says. “Even though we have many different service areas, we’ve found that the basic service process is the same for everyone.”

But while there are similarities in standard processes for managing service data, there are still some differences in the details that must be managed, Okkonen says. “Inspection requirements change from industry to industry, and countries sometimes have different back-end systems for finance,” he says, referring to the company’s presence in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, and Poland.

SOLUTION

The process of providing a unified yet customizable service solution started with Inspecta’s choice of Salesforce for CRM. “We saw how helpful a cloud solution was to a business working in many industries and in several countries,” Okkonen says. “After scanning the market we came with three final candidates for a new field service solution and chose ServiceMax, in part because it was flexible and we could configure it as needed for each country and inspection type.”

Once Inspecta was using ServiceMax’s solution, they decided to use GoFormz, a mobile forms platform and a certified partner of ServiceMax, to help optimize smart forms and data collection in the field. GoFormz empowers Inspecta to use their tablets and smartphones to fill out forms that were fully integrated with their ServiceMax account.

“We have much better collaboration in our local offices and across country lines, both for single field inspections and for major customer projects.”

Timo Okkonen, CEO Inspecta & EVP Asset Health, Kiwa Group

RESULTS

With a single field service platform, both local and cross-border teams can work more closely together toward a shared end goal: meeting customers’ field inspection needs. “It is great to see where we are going, and in particular, how we can find the best ways of working in our various field inspection businesses,” Okkonen says.

Since ServiceMax apps can be accessed by mobile phones and tablets, Inspecta teams can coordinate projects regardless of distance. In addition, integration with GoFormz improved documentation quality by avoiding manual data transfers (71 fields mapped bi-directionally across 4 form templates and 30 more templates planned for this year). Technicians out in the field are able to leverage their mobile device to follow checklists and fill out pre-populated forms to capture important customer data. As a result, Inspecta is able to make agile business decisions because they have easy access to real time data.

Ease of use, mobility, and real-time message sharing all contribute to a more engaged workforce. “The biggest benefits have to do with our people,” Okkonen says. “When our people are happy with the tools and challenge us with new improvement ideas, they’ve really become advocates for all colleagues to join the ride.”