



# Discussion Agenda



- Introduction & Perspective
- Industry Challenges
- Tekumo OnDemand Platform



## THE CROSSCOM PERSPECTIVE

CrossCom is a recognized industry leader in supporting technology solutions for retailer, restaurant, grocery and hospitality customers by providing **staging, asset management, installation, maintenance, service desk, cabling, rollout and chain-wide implementation.** CrossCom is the single source partner geographically dispersed companies depend on for in-store network and technology requirements.

**The winds of change are upon the sails  
of the IT Field Services Industry....**



# Iceberg

Ahead



## Antiquated business model

Minimal impact to business process from change in technology



## Out of step with technology landscape

AI is everywhere, running faster is not a strategy



## Key Indicators going south

Market pressures are increasing, and contract pricing is decreasing.



## Low margin – Profitability gap

“Can no longer cut our way to profitability”

THE TRADITIONAL IT FIELD SERVICES MODEL  
HAS NOT EVOLVED IN PARALLEL WITH TECHNOLOGY



# THE STORM

**The business model is top heavy...**



# HIDDEN IN PLAIN SIGHT

**Achilles Heel:  
Costs can go  
awry by  
200% - 500%**

- ⚙️ *Unaccounted costs*
- ⚙️ *Unplanned and/or unnecessary costs*
- ⚙️ *Customer related issues and delays*
- ⚙️ *Over assumed best case scenarios that are not realistic*

# ACTIVITY VS OUTCOME

## Standard metrics only capture status and activity

- SLA
- Tech rate
- Billable hours
- Travel
- Expenses

## Outcome based metrics address Total Cost of Service

- Actual technician Time-To-Task vs. Estimated TTT
- True Service Delivery Ops. time & cost to support the ticket
- Service Escalations and Exceptions
- Effective resource utilization and processes

# ADJUSTING THE SAILS



*“The Services industry needs to be disrupted.”*

*It’s a half a century now of doing things in a similar fashion. This is the time for exponential change. We integrate with the past and we create the future.”*

**Bill McDermott**  
**ServiceNow CEO**



# FOCUS OF THE FUTURE

- ❊ Variable workforce is an essential core competency for field service delivery
- ❊ Move up the value chain with customers, and build the right solution based on competence and technology tools
- ❊ Strong capabilities centered on data analytics, intelligent automation and A.I.
- ❊ Greater adoption of technology to drive process flows, productivity and scalability

**The Field Service Industry must be a driver of innovation, using technology and 'human intelligence in the field'**



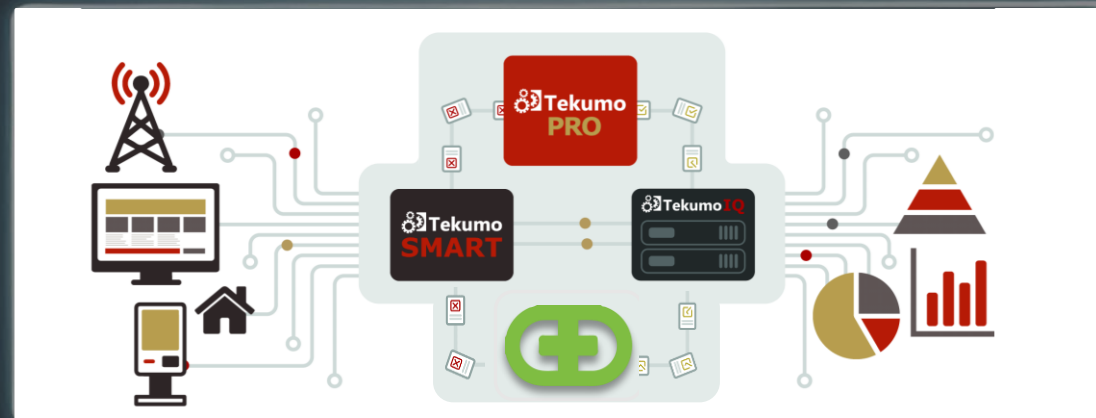


# Tekumo

The **key** to unlocking the Service Operations

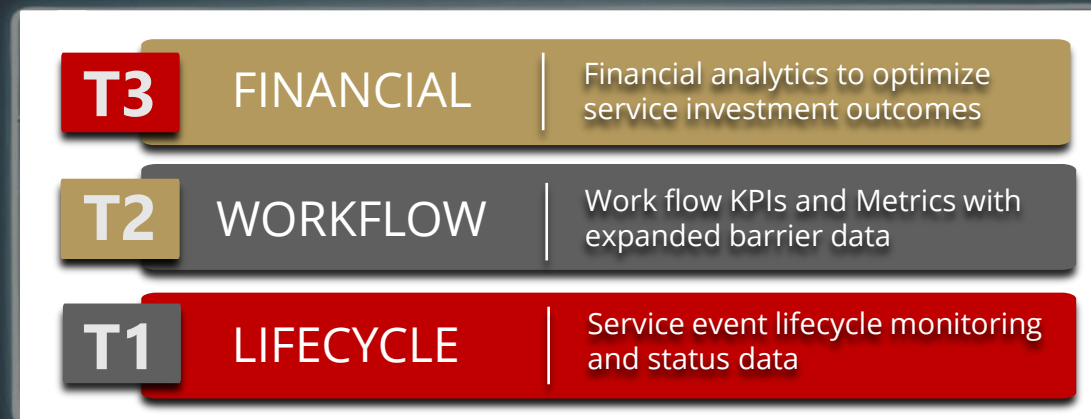
“Black Box”

# WORK FLOW VALUE MANAGEMENT



**Data-Driven Resource Management and Workflow Analytics  
on a SaaS Platform**

# Data-Driven Process Intelligence Unlocks the Service Ops “Black Box”



## Three-Tier KPI and Metrics Architecture

# TEKUMO WORK FLOW AND PROFITABILITY ACCELERATORS

## Process improvements

Jointly analyze data and process to design improvement plans.



## Faster lifecycle feedback

Real time workorder status updates are essential for effective business decisions

## Eliminate escalations and service exceptions

Collaborate and ensure status reporting for transparency



## Systemic guardrails

Implement Guardrails for control of out-of-scope activity

## Optimize onsite time

Limit work in progress interruptions



## Address bottlenecks and delays

In-built technician tasks and messaging

Job Tracker - Open Orders

Open Orders (11/135)

ID	CWO#	Working On It	Location	City	State	SLA	Schd ...	Schd Time	Tim...	ETA Date	ETA TI...	Stage	Stage Display...	RCV	PUB	SRC	ASN	CONF	ENR	SITE	CHK	RVW	
25322	C220626-17264204	Jenny Uy	ULTA COSM	COOKEVILL	TN	NBD4	06/29/2022	04:00 PM	CT	06/29/2022	04:00 P...	CHECKOUT	8										
25325	C220627-17264600	Patrick Moore	NTT DATA/	Waynoka	OK	NBD4	06/30/2022	10:00 AM	CT			SOURCING	3										
25359	C220629-17269040	Jenny Uy	STATE FARM	CHINOOK	MT	SBD4	06/30/2022	10:00 AM	America/Bc			SOURCING	3										
25337	C220627-17265496		NTT DATA /	Heath Sprin	SC	SBD8	06/30/2022	03:00 PM	ET	06/30/2022	03:00 P...	CONFIRM	5										
25357	C220629-17268705		STATE FARM	Palmdale	CA	NBD4	06/30/2022	02:00 PM	PT			ASSIGNED	4										
25364	C220629-17269924	Andrew Lyon	ULTA COSM	TWIN FALLS	ID	NBD4	06/30/2022	03:30 PM	America/Bc			SOURCING	3										
25365	Test Ticket #1 Comp...		NEC/7-ELEV	VANCOUVE	WA	NBD4	06/30/2022	03:00 PM	PT			SOURCING	3										
25350	C220628-17267434		ULTA COSM	FAIRBANKS	AK	NBD4	06/30/2022	05:00 PM	America/Ju	06/30/2022	05:00 P...	CONFIRM	5										
25362	C220629-17269715		NTT DATA/F	New York	NY	SBD	07/05/2022	11:00 AM	ET			SOURCING	3										
25328	C220627-17265022		HD SUPPLY	CITY OF INI	CA	NBD4	07/05/2022	10:00 AM	PT			ASSIGNED	4										
25355	C220629-17268538	Kellen McDonald	NWN/CHN/	Elmira	NY	NBD4	07/07/2022	08:45 AM	ET	07/07/2022	08:45 A...	ASSIGNED	4										

**Job Tracker** provides a visual spreadsheet representation of the status of all open workorders, with direct click-through to order details, messaging, workflow and invoicing



Faster Lifecycle Management

Max 250 characters

**ALERT: Standard TTT hour(01:30 hour(s)) is about to exceed on Order 47680(01:00 hour(s))** ✎

ALERT: Follow-up is required on order 39952: Standard TTT hour(01:30 hour(s)) is about to exceed(01:00 hour(s))

Due 12/14/2024 7:55 am. Assigned to Ishraq Sadhan. Created BY Ishraq Sadhan at 04/15/2024 2:34 pm. **MEDIUM**

Required Customer Response: NO

Leave a message

Send

Max 250 characters

3:35 PM Edited

**TEKUMO ALERT: SLA RISK**

Order 11561: TRACTOR SUPPLY: Troubleshoot/Replace VeriFone - Princeton, IL

Scheduled Time: 02/10/2021 12:00pm

**OPEN ISSUE: PARTS** Not Onsite

Please click [here](#) to go to the work order details



# Systemic Guardrails



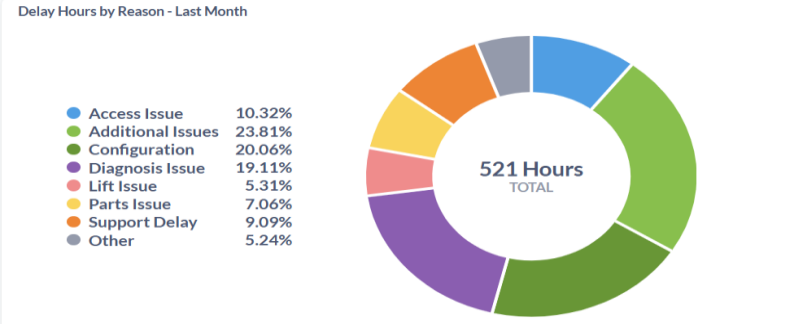
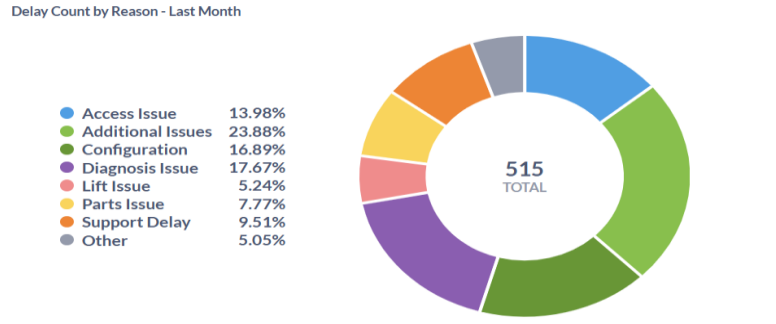
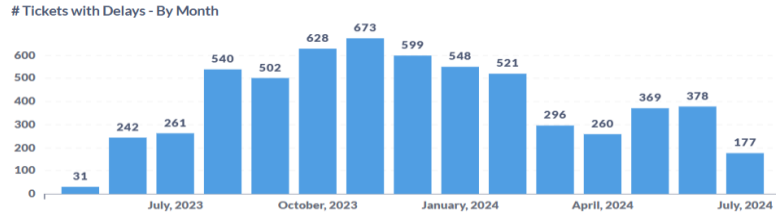
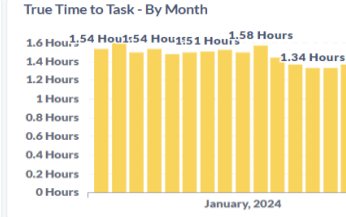




**2.12 Hours**  
Average Time to Task - Last month

**1.39 Hours**  
True Time to Task - Last Month

**3.38 Hours**  
Time to Task Exceptions - Last Month



Address Bottlenecks and Delays

**Messaging**

[Integration](#) 06/26/2022 4:03pm from customer

Ref KB104144.1. Ordering MX925 Pin Pad ULTA-MX925. Tech to verify issue before replacing any parts. Tech is to schedule time with the manager to perform work. Once onsite, tech must call into see HelpNet Documentation..

[Integration](#) 06/26/2022 4:03pm from customer

PO Number =  
Serial Number =  
Model Number =  
Model Description =

[Integration](#) 06/26/2022 4:03pm from customer

Equipment Category ULTA Computer Name  
Pin Pad/Signature Capture Verifone MX925 Pin Pad Only

[Integration](#) 06/26/2022 4:03pm from customer

RE: Re: Case # C220526-17264204

Client Portal case creation confirmation.

View Case: <http://source.compucom.com/services/hdc/cases/view.aspx?CaseObjectID=1879251908>

Summary Info

Client Name: ULTA Beauty

Primary Contact: Manager On Duty

Creator Name: Carlos Gutierrez

Creator Email: [Carlos.Gutierrez@ulta.com](mailto:Carlos.Gutierrez@ulta.com)

Problem Description: Please send a replacement verifone for reg01

Call the service desk to obtain the serial numbers

(866) 679-8582

Please note: This e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

[Christine Catigtig](#) 06/26/2022 11:18pm

Hi Aaron, we are still waiting for parts. We have no tracking at this time. We will continue to monitor and update you as soon as we can. Thank you,

[Christine Catigtig](#) 06/26/2022 11:18pm

Christine Catigtig accepted your counter offer for:

\$100 Fixed. Start Time: June 27, 2022, 12:00 pm.

Your Explanation: Schedule conflict

Note: This message was automatically added by Field Nation after Tekumo accepted your counter offer.

- All
- Customer
- Vendor
- Internal




Optimize Onsite Time




### Technician Tasks


#### Pre visit

**Set Start Time** 


Completed by Krystal Montez on 08/11/2023 at 10:22 am

**Control room is only available during nonbusiness hours. Call Tekumo L2 Support if you are asked to go in the control room during business hours. You must document the name and title in the notes of who granted access.** 


#### On site


**Check In** 

Completed by work-market technician on 08/21/2023 at 5:19 pm

**Check out** 

Completed by work-market technician on 08/21/2023 at 7:56 pm

**Upload/take photo** of Work area upon arrival 

**Upload/take photo** of Provide photo of good cable test & working device 

Eliminate Escalations & Service Exceptions

☰ Order 39952: Description 1 - City, State

⋮ Order 39952: Description 1 - City, State

Order Summary

Order Details

Workflow

Messages

Teams Messages

### Ticket Details

#### Custom Fields

Name of Support Representative	Sam Support
First & Last Name of MOD/Site Contact	Joe Customer
Materials? If so, qty and description	None
Issues/Delays Onsite?	30 minutes waiting for Joe
Site Access Code	007654

Publishing site access codes to Service Technician has reduced Tech Support hold times by 45 min. per ticket

# CASE STUDY

## Identifying unaccounted cost transforms financials

### Improvement Potential

**Unaccounted cost** is the delta between cumulative clock time and expected work time to complete task

**SUPPORT / ESCALATION**  
% of calls with unplanned additional resource time

46%

**TECHNICIAN**  
% of calls with unplanned additional billable time

61%

### Environment

- Field Managed Service Provider
- Retail POS B/F & projects
- 1,200 -1,400 tickets / month

### Methods

- Joint resource optimization team
- Implemented **27** key process improvements to reduce delays
- System guardrails to control unaccounted ticket scope 'creep'
- Identify customer billable delays

### Tekumo Data Analytics

Identified  
Avg. **1,319** hours unaccounted cost per month

**TECHNICIAN**  
% of calls @ expected work time to complete task

39%

### Savings

- Est. savings **\$475,000** annually
- Est. **1.4M** savings over 3-years
- Further savings gains occur monthly



# KEY TAKEAWAYS

1. The industry needs to close the reality gap
2. It starts with comprehensive trackable and reportable data
3. Expanded KPI's and metrics, *on your own data*, offers a huge return on investment
4. All of your service delivery data must be structured in one unified data repository
5. Time is of the essence in this age of automation and AI. The New Math = more profitability with fewer people.
6. The Tekumo platform provides strategic capability to control costs and enhance your field delivery operating model for the future



NEXT STEPS...