

Transform Customer Service for Business Success



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Delivering superior customer service is one of the key differentiators with successful service businesses as they strive to ensure repeat business in a competitive marketplace.

By constantly exceeding customer expectations, service businesses can gain a competitive edge and at the same time achieve internal efficiencies which will help take their business to the next level.

Customer service can be defined as the process of ensuring customer satisfaction with a product or service. Good customer service usually follows a process involving how you and your employees interact with your customers before, during and after a purchase or transaction.

The important emphasis here is that good customer service involves all areas of your business including back-of-house functions. One part of your operation can't let down the other functions and impact on your customers' experience with your business.

simPRO's [job management solutions](#) assist trade contractors in all areas of business with a focus on streamlining workflows to ensure a customer-centric approach to operations.

Why is customer service important?

Providing good customer service should be seen as the lifeblood of your business. No matter your size, focusing on customer service needs to be at the heart of a business in order to be successful.

Delivering the best customer service should ensure customer satisfaction and generate positive endorsement of your business from your customers.

Good customer service can help:

- Increase loyalty from your customers
- Generate positive word-of-mouth
- Ensure repeat business and increase the amount each customer spends with you with obvious benefits to your bottom line
- Increase how often your customers purchase from you; and
- Create a better work environment with a positive effect on employees.

How do simPRO's solutions fit in?

Australia's leading job management software, simPRO, offers office and mobile platforms to assist businesses with delivering exceptional customer service.

Here are some of the features of the platform that can help you take control of your business and help you work smarter, provide exceptional service and maximise your profitability.

Advanced workflow automation

simPRO provides a solution which enables streamlined processes with complete business transparency and enables complete connectivity between the office and field workforce.

Smart web-based apps allow daily workflow to be streamlined. Manage your projects, workforce, assets -- in fact, all parts of your business, giving you more control and visibility.

Managing workflow efficiently will reap benefits for your office and for your field technicians which can be connected seamlessly with other areas of your operation.

Comprehensive scheduling efficiencies

Being able to get the right people to the right place every time is a critical success factor in delivering superior customer service.

Use simPRO to easily schedule technicians, contractors and equipment while keeping track of your business each day and even plan for months in advance.

Deep reporting across key business areas

Being able to access over 60 different business reports means you will have real-time, actionable data at your fingertips whenever you need it - either in the office or whilst you're on the go.

simPRO's range of financial reports reveals how you can take action to increase your profitability, improve cash flow, reduce costs and importantly make sure that key customer service metrics are being achieved and maintained.

Ensure your projects are on track with job activity reports. Maintain your cash flow, know just how much to claim on progress claims, and see which jobs are yet to be invoiced for the Job Activity Report. With this report, you can see all job activity or transactions within a specified date range, including actions like receipting purchase orders, scheduling, and creating invoices, deposits and progress claims.

Professional job management software should allow you to run reports you need and customise the results through desired filters. With simPRO, you can schedule reports to run at pre-selected times and have them delivered to email accounts.

SMS and email notifications can keep you updated with key information.

Integration with industry-leading accounting packages

In improving efficiency in your operations it's important that job management software integrates with your accounting package to keep financial data accurate and transparent.

simPRO integrates with leading accounting packages such as Xero, MYOB, and Quickbooks.

Invoices and other transactions can be transferred immediately into your accounting software which has the benefit of eliminating double handling, minimising errors and saving time.

The availability of accurate up-to-date financial data will ensure you can make decisions based on reliability and complete information.

Field service technicians have the ability to issue sales invoices and provide receipts on the spot, enhancing the level of service provided to customers and enhancing cash flow at the same time.

Retain cost transparency business-wide

Job costing is one of the key drivers of improving profitability and allows you to take corrective action if required.

Have the confidence to know that cost management is integrated into the job management solution and that you can have a full analysis of costs per job and project, to measure and improve productivity so that you can understand where you are making or losing money.

Real-time office-to-field connectivity

Your field technicians can stay connected to the office using simPRO's mobile platforms including simPRO Connect and eForms.

With Connect, Technicians can update times, materials, project details, and take photos while on-site in real-time. You now have the transparency to know exactly what is happening in real time.

They can also issue invoices and collect payments as soon as a job is complete. The seamless office-to-field connection reduces travel time and increases billable hours, making your business processes more efficient.

Your customers can also use the Customer Portal to view their quotes, jobs, and outstanding invoices, as well as a list of assets and their current defects or planned preventative maintenance.~

Eliminate paper forms and go digital with simPRO eForms. simPRO eForms digitises your existing paper forms for use on tablet devices in the field. Your field employees can complete forms and submit them electronically to your simPRO build linking all job and quote information.