

# MC70 Enterprise Digital Assistant: Maximizing customer visits in field service operations

## APPLICATION BRIEF

### The challenge

Companies with field service operations involved in repair and maintenance of home appliances and business equipment — from washing machines and refrigerators to copy machines and more — face a unique challenge. It is your field service technicians who often have the most face time with your customers post-sale, and it is this continued regular interaction that can heavily influence your customers' perception of your customer service — and customer retention. In addition, service visits can have a major effect on profitability of this function: parts or services provided may not be accurately captured; warranty service might be provided for products that are actually out of warranty; and valuable cross-selling opportunities may be left unexploited.

How can companies ensure that this valuable customer interaction is maximized — from both customer and company perspectives?



### The solution – a new class of device

The first in a new class of rugged devices, the MC70 Enterprise Digital Assistant (EDA) from Motorola provides all the capabilities you need to fully leverage these customer visits in a single highly cost-effective mobile computer. Through the power of voice and data convergence, the MC70 delivers all the functionality your customer service technicians need to provide superior customer service, ensure accurate capture of all costs, and take advantage of appropriate cross-selling opportunities. This compact device delivers real-time voice and data communications inside and outside your four walls, is easy to carry, and offers the rugged construction needed to endure life in the field — from everyday drops and the cold of winter to the heat of summer, rain, dust and more.

### Increase functionality...with fewer devices

Your field service force enjoys the simplicity of managing one device, with more functionality than a cell phone and consumer-oriented PDA device combined:

- Robust voice functionality
- The power to run next-generation data applications
- True anytime anywhere wireless voice and data communications
- Advanced data capture capabilities, including bar code scanning, signature and other image capture
- Rugged design for reliable operation in nearly any environment

## **Increase functionality...and reduce capital and operational expenses**

The integration of voice and data on a single device also simplifies and reduces the cost of mobility. You no longer need to provide multiple devices for employees — for example, a cell phone for voice communications and a mobile computer for data applications. Capital costs associated with purchasing devices are reduced. And operating costs are reduced since:

- There are fewer devices and operating systems to support
- One monthly service fee replaces fees from multiple providers
- Time and costs associated with mobile device management are significantly reduced through the ability to centrally and remotely configure, deploy, update and troubleshoot devices (via Motorola's Mobility Services Platform)

## **Outstanding value...and return on investment**

The MC70 is an outstanding investment for your field service workforce. You enjoy more functionality with fewer devices, less complexity and cost, and maximum product life and uptime. The result is a rapid return on investment (ROI) — and an outstanding total cost of ownership (TCO).

## **Deliver superior customer service...for superior customer retention**

With the MC70's real-time data communications, your field repair personnel always have complete customer service history at their fingertips. Information on prior service calls and visits can provide insight into today's problem. Warranty information ensures that the customer receives the right level of service. Access to the information the customer provided on the problem when phoning in the service request eliminates the need for customers to repeat information — and inadvertently omitting an important detail. Real-time access to product information and user guides ensures that your technicians have all the information they need in the literal palm of their hand to perform services promptly and correctly.

Real-time voice communications ensures that drivers can quickly reach dispatch for schedule changes and additional directions for hard to find locations, ensuring prompt and timely arrival at the customer location. Once on location, service technicians can instantly reach the service department for questions that might arise while on site with the customer.

## **Accurately capture costs...and protect profitability**

Part of every service call involves accurately capturing all parts and services performed to ensure charges to the customer are correct and all-inclusive. Instead of paper and pen, the MC70 provides the means for service technicians to quickly and easily capture charge information on site by: scanning the bar code on parts as they are used; selecting services from a checklist; and entering time spent on site into an electronic timesheet. Warranty information is cross-checked to ensure that customers are appropriately charged for service on products that are out of coverage. Charges are automatically calculated, and with the addition of a mobile printer, an on-the-spot detailed invoice can be printed for the customer. The magnetic stripe reader accessory enables on-the-spot payment processing via credit or debit cards, eliminating the time and cost associated with drivers reconciling payment paperwork at the end of a shift, as well as administrative staff processing payments.

With the MC70, companies are assured that all costs are properly identified and charged to the customer, with the ability to instantly and automatically process payments. Profitability is protected — and cash-to-cash cycle times are decreased.

## **Capitalize on sales opportunities...and increase profitability**

The MC70 provides all the information your field technicians need to double as salespeople. Based on information on the service call, including product and current warranty or service contract information, a list of appropriate products for cross- and up-selling is presented to the service technician — from aftermarket products to the extension of service contracts. With the MC70, companies have the power to arm field service repair personnel with the information they need to take advantage of all possible revenue opportunities during a service call, resulting in increased sales — and profitability.

And since even the most durable products need a maintenance plan and a support strategy, Motorola's Service from the Start with Comprehensive Coverage provides an additional layer of investment protection for maximized uptime and productivity. This unique offering goes far beyond normal wear and tear to cover accidental damage to displays, keypads, and other internal and external components at no extra charge - significantly reducing your unforeseen repair expenses.

## Summary

The MC70 EDA is uniquely suited to meet the needs of your field service operations, offering true anywhere anytime voice and data communications in a device designed to endure the rigors of demanding enterprise use. The MC70 offers:

- **Superior voice quality and functionality.** Where converged devices often deliver inferior voice quality and capabilities, the MC70 offers outstanding acoustic performance and voice functionality, including headset, handset and handsfree operation. While consumer cell phones are traditionally non-rugged devices and must be handled with care, the MC70 is specially constructed to endure everyday drops and exposure to a wide variety of environments.
- **The latest mobility technology and advanced data capture capabilities.** The latest technology platform, from Intel's latest processor designed to deliver desktop-like performance to Microsoft's latest operating system designed to meet the unique requirements of mobility, combines with a full suite of data capture options, from bar code scanning and signature capture to imaging and credit card processing, enabling real-time data applications that automate and error proof your field service business processes.
- **Wireless communications inside and outside your four walls.** The MC70 offers integrated wireless WAN/LAN/PAN connectivity, ensuring 'right now' voice and data communications, regardless of whether your workforce is in the field or in the building. And when workers are in your facility, support for VoIP enables you to provide very cost-effective voice and data communications via your wireless network.
- **Comprehensive services to meet any need.** Motorola's services complete this enterprise mobility solution, offering comprehensive maintenance and support to ensure maximum uptime and keep your device operating at peak performance.

The MC70 is a smart investment, delivering more functionality than the combination of a cell phone and a typical PDA. Armed with the MC70, your field service workforce has the tools they need to maximize each and every customer visit through the delivery of superior customer service, accurate capture of all costs, and the ability to take advantage of appropriate cross-selling opportunities.

The MC70 Enterprise Digital Assistant — the power to improve the bottom line in your field service operations today.

For more information on the MC70, contact us at +1.800.722.6234 or +1.631.738.2400, or visit us on the web at: [www.symbol.com/mc70](http://www.symbol.com/mc70)

## MC70 — all the right 'stuff'

The MC70 Enterprise Digital Assistant is the first in its class, offering everything field service operations need to streamline processes and improve profitability in a compact easy to carry device:

- True anywhere anytime voice and data communications
  - Wireless WAN/LAN/PAN
  - VoIP over wireless LAN
  - Outstanding voice clarity
  - Comprehensive voice functionality: headset, handset and handsfree modes
- Advanced data capture capabilities
  - 1D and 2D bar code scanning
  - Signature capture
  - Image capture
- Motorola's signature rugged construction
  - IP54 sealing against dust and water
  - Industry leading drop and tumble tests
  - Integrated antennas
- Compact and easy to carry
- The latest technology platform
  - Intel's latest processor, designed for mobility – XScale PXA270 @624 MHz
  - Microsoft's latest operating system – Windows Mobile 5.0 Premium or Phone Edition

## About Motorola

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Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks — along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$35.3 billion in 2005. For more information about our company, our people and our innovations, please visit <http://www.Motorola.com>



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