ANTENNA
deploy happiness

Safelite AutoGlass

"We have such tremendous ROI on this project. But even more importantly, we are attracting and retaining better technicians with greater expertise, and this translates into better service for Safelite customers." -- Rod Ghani, AVP Business Development, Technology Applications, Safelite AutoGlass

Organization
A member of the Belron family of companies, Safelite AutoGlass is the leading provider of vehicle glass repair and replacement services to more than 90 percent of U.S. drivers in all 50 states.

Challenge
Eliminate paper-based processes and improve real-time communications between dispatchers and technicians in the field.

Solution
Technicians empowered to be self-sufficient by automating processes including clock in and out, progress tracking, sending work orders, credit card processing, printing receipts, and capturing customer signatures.

Results
Reduced administrative costs through faster work order processing and greater employee and customer satisfaction.

Products and Services
Antenna Mobility Platform, AMP™ Service mobile solution and BlackBerry smartphones.

❯ INTRODUCTION

Safelite AutoGlass, founded in 1947, is the leading provider of vehicle glass repair and replacement services, with company-owned operations providing convenient, mobile service to more than 90 percent of U.S. drivers in all 50 states. In addition to replacement services, Safelite AutoGlass operates a team of repair specialists that are dedicated to delivering the highest quality windshield repairs in the industry. As the largest repair organization in the nation, Safelite's repair technicians service more than 400,000 windshields each year. Safelite joined the Belron US family of companies in March 2007.

❯ CREATING REAL-TIME INFORMATION FLOW AND OPERATIONAL TRANSPARENCY

Out of the 7,000 people employed by Safelite, 2,000 of them are field service technicians tasked with providing vehicle glass repair and replacement services to more than 2 million customers in North America. Prior to Safelite's mobile app implementation, technicians started their day at the supercenter, or warehouse, where they were handed 5 or 6 paper-based work orders, a map and a cell phone. Throughout the day, there were multiple calls between any given dispatcher and each of the 15-20 technicians they were responsible for.

"Dispatchers were trying to determine exactly when technicians will arrive and leave a customer site, and are constantly interrupting technicians in the middle of a service call for status updates," said Rod Ghani, AVP Business Development, Technology Applications for Safelite. "We knew there were significant gains to be made in customer service and employee productivity if we could help dispatchers get a handle on technician location and status in real-time without disrupting the technician."

Safelite had a number of business processes they were looking to streamline and mobilize for their field service organization to improve customer service:

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Safelite AutoGlass

- Go paperless to reduce paperwork and error-prone manual inputs
- Load-balance the field service pool to reduce excessive drive time
- Create real-time information flow
- Reduce phone calls between the field technicians and the dispatch call center
- Automate and digitize processes including clock in and out, progress tracking, sending work orders, and credit card processing
- Print receipts and capture customer signatures

❯ BUILD VS BUY: HOW NOT TO RECREATE THE WHEEL

Charged with making the "build versus buy" decision, Safelite chose Antenna to help build their mobile field service application. Antenna exceeded Safelite's requirements, providing the Antenna Mobility Platform (AMP) to quickly build a fully-functional, technician-friendly application and offering future growth into mobile-centric scheduling and dispatch solutions designed for experienced field service technicians and managers. Antenna mobile solutions are designed for ease of use and are rapid to deploy, with a configurable, multi-modal platform at the core.

"At Safelite we hadn't done a mobile project this involved and we knew that developing mobile applications was very different from other kinds of software development. With all we needed to accomplish, we didn't want to waste any time recreating the wheel, nor could we afford a steep learning curve. We were looking for the right partner and found it in Antenna."

- Rod Ghani, AVP Business Development, Technology Applications, Safelite AutoGlass

"We looked at a lot of software vendors, but Antenna was the natural choice. We wanted an application that could create a climate for a handheld device and at the same time use a server-based middleware environment to integrate with back office processes," says Ghani. With Antenna's mobile solution, the Safelite field service organization is able to load balance the field service pool and empower technicians to be self-sufficient by automating processes including clock in and out, progress tracking, sending work orders, credit card processing, printing receipts, and capturing customer signatures. The application has an intuitive interface that has been readily adopted by users after just an hour of training – and they now have complete access to all the functions they need, anytime, anywhere, whether connected or disconnected from the network.

❯ A FUTURE-PROOF SOLUTION FOR A FAST-CHANGING INDUSTRY

Antenna's unique, adaptable mobile platform has enabled Safelite to achieve their objectives by combining out-of-the-box field service functionality with the ability to adapt and evolve to meet Safelite's future needs. "The mobile world doesn't wait," says Ghani. "Through the course of this project, we've replaced three very different handheld devices and made a number of changes in the back office. With Antenna, our code worked flawlessly and we made the changes very quickly. With another application, these would've been major re-writes. Every time we make changes and the system performs, I know we made the right decision choosing Antenna. They have really been there for us."

Additional results from Safelite's mobile initiative with Antenna include:

- A paperless field service environment
- Real-time information flow and reduced administrative costs through faster work order processing
- Fewer rescheduled customer calls
- Reduced fuel and vehicle costs due to better routing and reduced driving
- Increased employee satisfaction and retention

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