



Reimagining Field Service in the Era of Artificial Intelligence with Bell Canada

A Post-Webinar eBook



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Executive summary

Thanks to artificial intelligence (AI), field service teams have an opportunity to reimagine every aspect of their operations, including service delivery, internal workflow development, customer service, supply chain management, and more.

This eBook, based on a webinar hosted by Field Service Insights and ServiceNow, explores how field service organizations can leverage AI to transform their approach to service, workforce, and customer management. It also explores how Bell Canada and its implementation partner, Ateko (formerly FX Innovation), launched Bell Canada's AI-enabled ServiceNow instance to automate dispatch-related tasks, streamline manual exceptions, and deliver automated customer service, unlocking new efficiencies and business opportunities in the process.

About the contributors



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AI has changed the game, but business drivers still shape strategy

AI has positioned itself as a competitive differentiator in field service. However, AI implementation must be driven primarily by core business strategies if the technology is to have a lasting impact on operations.

These objectives include:

- Contributing to cost reduction
- Enhancing employee and customer satisfaction
- Optimizing resource allocation and utilization
- Improving first-time fix rates
- Addressing the challenges of workforce hiring and retention

While AI is a rapidly evolving technology, its relevance to field service organizations stems from its alignment with these fundamental business drivers. Companies are not only exploring AI's potential but are also beginning to see tangible ROI results from their AI implementations.

AI has changed the game

"Generative AI will drive and distinguish how brands will compete."

Harvard Business Review¹



Optimize business processes to unlock productivity



Transform employee and customer experiences



Realize value fast

Source: (1) <https://hbr.org/2023/04/generative-ai-will-change-your-business-heres-how-to-adapt>

For example, Bruce Dean from Bell Canada mentioned how his company balances competing priorities in its field service operations. For Bell Canada, customer service is the top priority, which translates to ensuring the right technician arrives at the right time with the right tools and equipment.

This focus on customer service is balanced with the need for operational efficiency and cost management. Bell Canada seeks to invest in automated and AI-driven solutions that align with core business objectives like improving the customer experience and reducing costs, with a particular emphasis on automating processes and eliminating manual touchpoints that can lead to errors and inefficiencies.

KEY SUGGESTIONS

- Align AI initiatives with core business drivers to ensure meaningful impact and ROI.
- Focus on solutions that improve both customer experience and operational efficiency simultaneously.
- Prioritize automation and workflow-driven processes to reduce manual touchpoints and potential errors.

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We want to equip technicians with the right tools, but we also want to balance that with treating the customer as number one. That means investing in areas that both improve the customer experience and lower our costs. If manual interventions in the field are our enemy, then we need a workflow-driven solution that automates functionality and eliminates handoffs.”



Bruce Dean
SVP, Field Services,
Bell Canada

AI addresses the priorities of both organizations and technicians

Speakers at the webinar highlighted the pressing challenges and priorities faced by both organizations and technicians in field service, emphasizing the critical role of AI in addressing these issues.

Voice of the customer: priorities and challenges



70%

AI is top investment priority



23%

Lack resources to address demand



30%

Unsuccessful field visits



69%

Of customers will switch brands based on a poor CX

Sources: Service Council State of the Market Survey, ServiceNow CX Trends Report

Leaders at service organizations view AI as a top investment priority, with 70% recognizing its importance. Furthermore, 23% lack the necessary resources to fully address customer needs, compounding the need for AI-driven solutions.

This resource gap presents a significant challenge for organizations striving to meet customer expectations.

The stakes are high, as 30% of field visits are currently unsuccessful and 69% of customers are willing to switch to a different brand based on a poor experience. This underscores the critical need for effective AI solutions that enhance service delivery and address field service challenges.

Voice of the field technician: challenges and shifts

**50%**

Gen Z and they will only work as a field tech for 3 years

**25%**

Approaching retirement age

**70%**

Increased complexity, management, and customer demands

**90%**

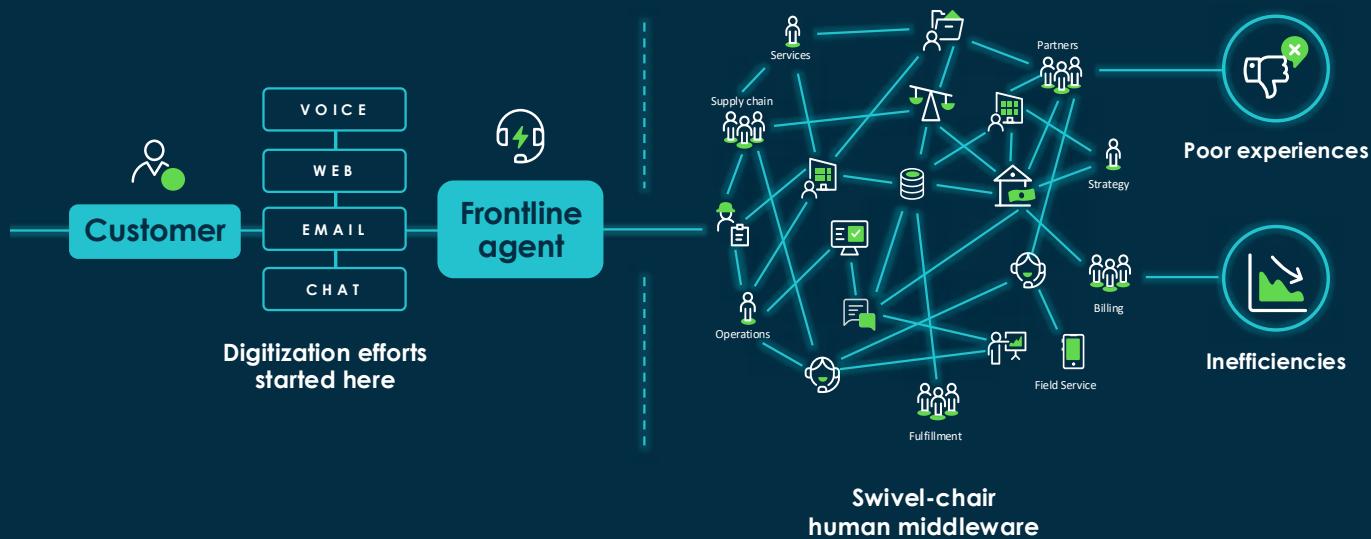
Dislike paperwork and searching for information

Sources: Service Council State of the Market Survey, ServiceNow CX Trends Report

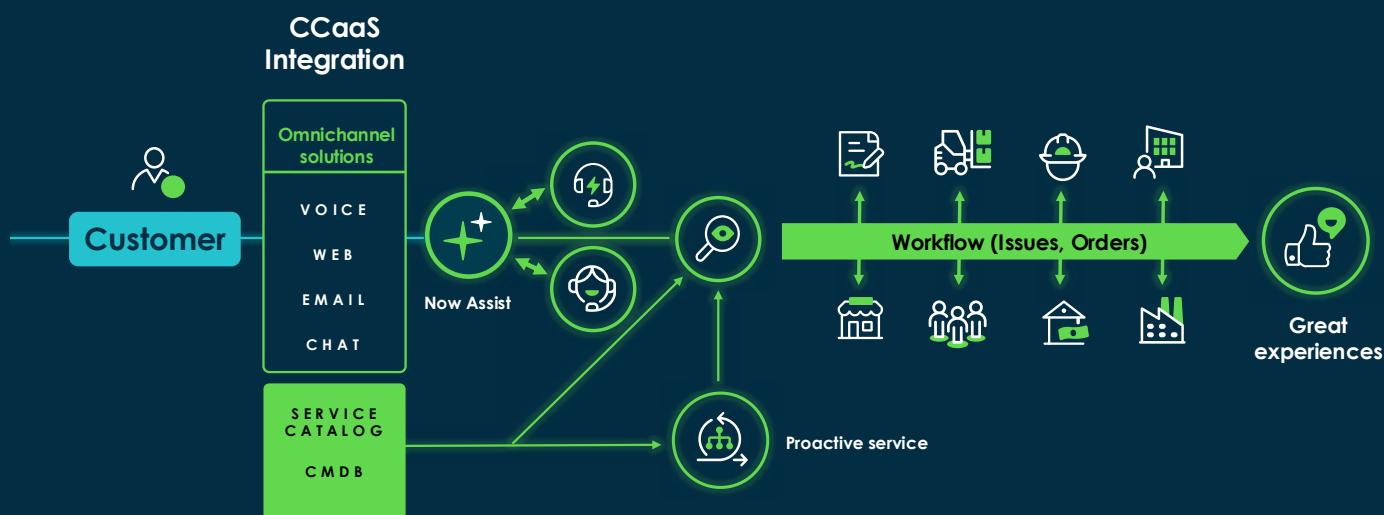
On the technician side, the industry is facing demographic shifts and increasing complexities in delivering service. Gen Z employees that enter the workforce as field technicians are predicted to only remain in the role for three years, increasing challenges for retaining knowledge and providing service consistency. Additionally, 25% of technicians are approaching retirement age, creating a potential knowledge and experience gap.

These workforce dynamics are compounded by the fact that 70% of service organizations struggle with increased complexity and customer demands. Furthermore, 90% of technicians express dissatisfaction with paperwork and the need to search for information, highlighting the need for streamlined, AI-driven processes.

Inefficient processes make it hard and costly to deliver



Intelligently orchestrate and automate work to resolve requests faster



Inefficient processes make it challenging and costly to deliver quality field service. However, ServiceNow has AI embedded throughout its solution offerings, which enables field service teams to intelligently orchestrate and automate work, leading to faster issue resolution. This addresses both the customer demand for improved service and the technicians' need for more efficient workflows.

KEY SUGGESTIONS

- Prioritize AI investments to address resource gaps and improve customer experience, potentially preventing customer churn.
- Implement AI-driven solutions that simplify technician workflows, reducing paperwork and information search time to improve job satisfaction and retention.

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ERP applications streamline transactions on the back end, but human middleware often slows things down. To solve customer issues effectively, multiple personas across the organization must collaborate. If this messy middle isn't addressed, AI's potential remains unrealized, leading to inconsistent results. By streamlining these human processes, organizations can fully leverage AI, enhancing customer and employee experiences, reducing costs, and increasing profit margins.”



Bulent Cinarkaya
VP & GM, Field Service Management
ServiceNow

Putting AI to work starts with formulating a strategy

Formulating an AI strategy is crucial for field service organizations looking to leverage this technology effectively. The key considerations include identifying the right use cases, ensuring proper governance, and deciding whether to build or buy AI solutions.

Building your own GenAI can take months or years before you see the benefits



For organizations opting to build their own generative AI solutions internally, the process can be lengthy and resource-intensive. It involves several steps:

- Data preparation
- Selecting an appropriate GenAI model
- Training and fine-tuning the model
- Developing specific capabilities
- Testing and validation
- Deployment and scaling

This approach typically takes months or even years to implement fully.

Accelerate time to value from months to days. Buy AI built into the ServiceNow platform



ServiceNow is the AI platform for business transformation. It offers an alternative to other solutions on the market by empowering service organizations to accelerate their time-to-value and ROI in months, not years. ServiceNow delivers value to customers with AI, data, and workflows built directly into the platform, offering AI-driven functionalities out-of-the-box, ready for activation.

The platform extends workflows across the business, facilitating faster realization of business value. It also supports access to third-party data for insights generation and provides a low-code environment for ease of use.

The diagram illustrates the ServiceNow AI platform's architecture and capabilities. At the top, a banner reads "The AI platform for business transformation". Below this, five main workflow categories are shown in boxes: Customer Workflows (green icon), Industry Workflows (blue icon), Employee Workflows (yellow icon), Finance & Supply Chain Workflows (purple icon), and Technology Workflows (orange icon). A central box labeled "Creator Workflows" (green icon) is positioned below these. A horizontal line labeled "Extend across your business" connects the workflow boxes. To the right, a box labeled "Impact" with a green icon is connected to a line labeled "Accelerate time to business value". Below this, a section labeled "Now Platform" features the "Now Platform" logo and a list of supported partners: Adobe, Microsoft, Dynamics 365, Infor, SAP, Oracle, Workday, BMC, Atlassian, Google Cloud, Splunk, AWS, Elasticsearch, OpenTelemetry, and .NET. To the right of the Now Platform section, four core platform pillars are listed: Single platform, One data model, One architecture, and a list of features: Automation, Engagement, AI & ML, Low code, and Secure.

According to Bulent Cinarkaya, the ServiceNow platform is even suitable for organizations that wish to build AI capabilities internally.

"We recognize that companies of different sizes and capabilities often have their own resources, expertise, and AI solutions they want to use," he says.

"At the same time, many organizations expect ready-to-use solutions for common use cases. That's why the ServiceNow platform offers both—a secure, easy way to integrate your own AI while also providing our LLMs, trained on your data, running in our data centers."

KEY SUGGESTIONS

- Carefully assess your organization's specific needs and use cases before formulating an AI strategy.
- Consider the trade-offs between building in-house AI solutions and leveraging pre-built platforms like ServiceNow.
- Prioritize solutions that offer quick implementation and seamless integration with existing workflows to accelerate time-to-value.

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There are key areas where we've developed proprietary solutions that add real value to the experience, and we want to carry that into our new solution. At the same time, ServiceNow offers great out-of-the-box functionality that works well for us. The flexibility to integrate our own engines where needed while leveraging existing functionality is a fantastic benefit.”



Bruce Dean
SVP, Field Service
Bell Canada



Bell Canada and Ateko (formerly FX Innovation) demonstrate the value of ServiceNow's AI platform for business transformation

Bell Canada's implementation of the ServiceNow platform demonstrates the power of AI-driven Field Service Management.

The Bell logo, consisting of the word "Bell" in white on a blue rectangular background.

We're partnering with Hyperscalers to transform our business

Use cases

Field Service Management

90%

dispatch
related tasks
automated

Workflow Automation

80%

manual
exceptions
streamlined

AI-powered Voice Virtual Assistant

3 million

customer support
calls deflected
annually

In-house expertise with AI

Faster

customer issue
resolution &
churn modeling

The company has leveraged AI to create an end-to-end customer experience that is both seamless and efficient. By automating most dispatch-related tasks and streamlining manual exceptions, Bell Canada has significantly improved its operational efficiency.

One of the most impressive achievements is the implementation of an AI-powered voice virtual assistant, which resolves approximately 3 million customer support calls annually. This not only reduces the workload on human agents but also provides customers with quick and efficient solutions to their issues. The success of this implementation showcases the potential of AI to handle high volumes of customer interactions effectively.

Unlock the potential of your platforms

Recent acquisitions advance Ateko's (formerly FX Innovation's) strategy to be a trusted leader and help organizations in among others, the Telecom and Financial Services industries to maximize value from 5 major enterprise platforms.

Industry specific knowledge	Telecommunications	Financial Services	Public Sector	Others...
Enabling Capabilities	Automate your workflows to connect people, functions, and systems to increase productivity.	Advance your understanding of your customers to unlock new revenue opportunities.	Accelerate your cloud journey, while maximizing the value from your cloud platforms.	
Enterprise Platforms	servicenow	  		
Backed by Bell		 backed by Bell Canada		

Bell Canada's strategic operators and system implementers are now positioned to help other organizations achieve significant productivity gains in their field service operations. This is accomplished through the implementation of advanced field management systems, workflow automation, cloud solutions, and cybersecurity mesh architecture.

The combination of Bell Canada's operational expertise with Ateko (formerly FX Innovation), their strategic in-house implementation partner, and ServiceNow's AI-powered platform for business transformation, creates a powerful offering for companies looking to transform their operations.

KEY SUGGESTIONS

- Use end-to-end solutions that integrate AI across multiple touchpoints in the customer journey.
- Automate dispatch, manual exemptions, customer support, and customer issue resolution.
- Partner with experienced implementers who understand both the technical aspects of AI platforms and the operational nuances of field service management.

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Because we are a ServiceNow lead partner, we're also a stakeholder in its roadmap and can help design new functionalities. We take a phased approach to implementing new functions. Instead of tackling everything at once, we focus on incremental roadmaps across two areas: functionality and data. First, we define the functionality we want to deliver, and then we identify the data that will support that functionality, building both gradually as the platform evolves.”



Guillaume Lechasseur
Solution Lead,
Customer Experience
Ateko (formerly FX Innovation)

About the authors

FIELD SERVICE INSIGHTS

Field Service Insights, the industry research and digital publishing arm of the Field Service conference series, delivers cutting-edge data and analysis on trends, challenges, and opportunities in the field service and customer support sectors. Through comprehensive research reports, webinars, and thought leadership initiatives, we empower senior-level field service leaders to make informed strategic decisions and stay ahead in the rapidly evolving service landscape.

Our deep industry intelligence not only informs field service leaders but also connects innovative solution providers with key decision-makers, fostering a dynamic ecosystem that drives the future of service excellence in the field service space.

For more information, please visit wbrinsights.com.

servicenow.

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Our cloud-based platform delivers digital workflows that let you complete field service tasks efficiently and safely by dynamically assigning work to technicians with the right skills and equipment. Minimize downtime by automatically scheduling preventive maintenance, and enable your mobile workforce to be more productive to meet SLAs.

Learn more about ServiceNow® Field Service Management at
www.servicenow.com/fieldservice