


SYNAPTIC | AP

Field Service Accelerator for Health Cloud[®]

Mobile Tools to Augment Field Service Performance
and Drive Revenue Growth

SYNAPTICAP

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The Talent Dilemma

Many field service organizations are beset by skills shortages. The #5 hardest job to fill in the United States is that of a technician (production, operations, or maintenance technicians).



What's more, to cite one example, **67% of U.S. manufacturers have reported a scarcity of available and qualified workers to fill needed positions.**

Unfortunately, field service leaders are not only grappling with skill and knowledge gaps inside their organization; they also are facing challenges with outside contractors. Third-party technicians, in many cases, are less attuned to the host company's business objectives and processes than employees, resulting in subpar performance. This could present a serious problem if Gartner's prediction proves true that contractors will do 40% of field service work within two years.

The talent dilemma causes the customer experience and first-time fix rates to suffer. We have an answer to this:

The Synaptic AP Field Service Accelerator for the Salesforce Platform.

Synaptic AP Field Service Accelerator:
A Boon to Mobile Workforces

The Synaptic AP Field Service Accelerator integrates with Field Service Lightning and can be deployed in Sales Cloud, Service Cloud, and Health Cloud. No matter which Salesforce Cloud you use, you can leverage custom mobile tools to augment the performance of even your least experienced field technicians. Each application and feature links to your Salesforce instance, making it easy to fetch mission-critical data and maintain a single source of truth. Moreover, the accelerator streamlines your operations, arms you with actionable business intelligence, and guides your field teams through their most important—and challenging—tasks.

Designed to empower mobile workforces across any industry, Synaptic AP's Field Service Accelerator for Salesforce has been adopted by world-renowned brands in the consumer goods, retail, oil, gas, and energy, healthcare, and manufacturing sectors.

Features

Guided service.

Synaptic AP's mobile solutions guide field technicians through work orders and customer interactions from start to finish. Technicians leverage real-time prompts, step-by-step instructions, and rich customer data from within a tablet or mobile device to overcome hurdles that arise while on the job.

Fast, simple, smart data capture.

Salesforce-native forms, assessments, and surveys ensure technicians check the right boxes, ask the right questions, and capture the right data when onsite. Prepopulated fields, barcode scanning, and conditional logic take the pain out of capturing data in a hurry. Not only that, your team can collect data and access urgent case details offline

Real-time contextual information.

Synaptic AP's Salesforce-native mobile tools feed technicians contextual information to help them resolve customer issues more effectively, provide thoughtful, personalized service, and even engage in upselling activities – all while onsite.

AI-powered image recognition.

Field engineers and technicians can snap photos on the job, and Salesforce Einstein AI will identify the contents of those photos, helping to catch details that may have otherwise been missed. Salesforce Einstein for image classification gives field service organizations a highly practical use for artificial intelligence that will yield quick results.

Benefits



Boost first-time fix rates – a guided service app, enhanced with AI, enables technicians to complete even the most difficult work orders on the first try.



Increase customer satisfaction and loyalty with top-notch service that is fast and personalized.



Reduce time spent on fulfilling work orders, manually entering data, and chasing down critical customer information.



Stamp out data loss and erroneous data.



Gain deeper business intelligence with access to cleaner, richer data – and more of it!

Why Synaptic AP?

- Trusted by field service teams at top organizations like Perdue, Anheuser-Busch, Key Food, Diversey, and the Wonderful Company.
- Ten+ years of best-in-class Salesforce consulting for clients across the globe.
- Millions of dollars of savings and ROI generated for clients.
- One of the top 100 largest Salesforce implementation partners.
- Consulting resources ready to deploy in over 20 U.S. states stretching from coast to coast.
- Scale and resources of a large consulting, plus the personalization and agility of a small one.
- Two-time Inc. 5000 honoree.



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