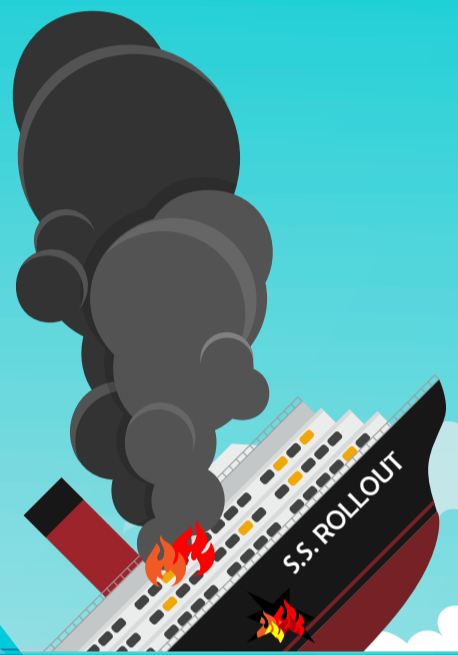# TECHNOLOGY ROLLOUT
COST ICEBERG

Local Resource

Everyone focuses on the price for the Field Technician who does the on-site work, as this is the only cost explicitly stated. Experience shows that the lower this price is, the more likely the cost factors hiding below the waterline will come into play because of the lack of effective rollout management.

S.S. ROLLOUT

Site Revisits

The biggest cause of cost overruns, these also consume excessive management time. Reports suggest that most rollout first-time-fix performance ranges from 71% to 89%. With an average truck roll costing $300, the 11%-29% of sites needing revisits soon add up. Concert first-time-fix rate is 99.7%, so revisit costs are effectively eliminated.

Schedule Delays

Revisits quickly clog up your rollout schedule, slowing down progress and consuming more and more of your management time to keep things going. With effective rollout management from the outset, this can be avoided.

Cost Overruns

The #1 reason for site revisits is "lack of parts". When this happens, the field services partner is unlikely to bear that cost, so the customer or service provider must pay. Effective rollout management ensures the supply chain is properly integrated with the rollout schedule and that everything is properly organized for every site.

Tech on Time Issues

Research shows typical tech-on-time performance is below 90%. Concert performance is 95.9%. The difference shows up as less rescheduled visits, less cost overruns, and happier customers.

Customer Satisfaction

There is a direct relationship between first-time-fix rate and customer satisfaction. When first-time-fix falls below 80%, customer satisfaction drops and renewal rates plummet.

Reputational Damage

When providers outsource field services, the customer still only sees the provider. If the 3rd party technician does not represent the brand well, e.g. they are unprepared for the job, or have a poor demeanor, the negative impression falls on the provider's brand.

*Data provided by Aberdeen Group: Pinder, Aly, Jr. First-Time Fix: A Metric That Drives Success. Rep. Aberdeen Group, 01 Mar. 2016. Web.