**Introduction to FFA**
BT Field Force Automation programme is BT’s offering to external Customers who have remote workforces greater than 100 FTE. It brings the expertise covering a wide range of areas such as Business Consultancy, Process Design & Engineering, Solution Design & Systems Integration, Project Management, Implementation and the ability to provide System Application solutions from the Fieldforce Optimisation Suite (FOS). It taps into the unsurpassed knowledge held in BT from having delivered FFA to BT’s own workforce of 25,000 people over 10 years. The solutions that BT offers ranges from Starter entry up to more complex offerings and covers all the needs for customers for an end to end wrap of the remote service. BT’s FFA Programme can help any customer transform their operation to maximise productivity, deliver cost savings and offer the potential to establish market diversification.

**Introduction to FOS**
BT FOS is BT's Corporate Solution for Enterprise Field Service organisations and the Mobile Worker. The suite of integrated solutions delivers dramatic improvements in field force productivity and gives organisations the ability to offer extraordinary customer service by enabling a company’s field force to access corporate data and applications from any device, anywhere and at any time. FOS provides remote workers the capability to be empowered through technology and work remotely from back office resources and systems and thus maximise the resource at hand and its capability; resource misused is both costly and lost forever.

**Typical audience**
A major challenge for companies with 100+ mobile field workers is keeping in touch with their workforce whilst also keeping them gainfully employed. This has been traditionally achieved, since the early nineties, by use of a mobile phone coupled with a manual back end allocation process. Although such an approach works it is highly inefficient with variable customer service experiences and costly internal resource overheads. What's required is a mobile solution truly integrated within a company's ICT chain. Many companies have heard about such notions but previous experiences of trying to integrate with existing processes and legacy systems has taught them how expensive mistakes in ICT can be along with the complexities of getting such a highly connected solution to actually work and deliver results.

**The solution suite**
The field optimisation suite comprises a number of fully integrated and scalable solutions to meet the demands of the medium to large mobile workforce across a service industry type environment. The suite caters for all aspects of the mobile workers communications needs in terms from handling their planning and allocating their tasks through to handling their holiday leave whilst all the time ensuring compliance with the various legislation of working time directives and duty of care type matters. The following illustrates the product suite components and how they interrelate followed by an overview of each component:
Field Forecast & Plan
This component analyses work-task & resource-capacity volumes by skill and geography and using leading prediction algorithms forecasts future demand. Actual arriving work volumes are also analysed and through a set of costed options the field resource is balanced across the patch to meet a required quality of service or SLA. From this a deployment plan is produced which can either be used directly, in the case of reasonably low volatile work, or scheduled through a work deployment mechanism such as Field Schedule. The tool also permits scenario modelling of field reorganisation proposals and costing of their resultant effects. Besides being a quick way of checking new field proposals it also helps eliminate some potentially very expensive business mistakes and will highlight the shortfalls in any existing set-ups.

Field Exchange
This is an extension to the Field Forecast & Plan component above in extending the capability across patches and thus providing an ultimately national or regional balancing of resource by use of resource movements between patches. Again, all moves are costed to ensure compliance with a particular quality of service model plus scenario modelling of potential moves. Such a high level view highlights an organisation's existing position in terms of skill shortages and where training could best be expended along with any under-utilised skills due to geographic restrictions or market shifts. It also highlights areas where surpluses of resource can be utilised and also where additional resources such as contractors can be deployed.

Field People
This manages all aspects of an employee's attendance from the creation of optimum roster patterns through to the daily management of attendance. All deviations from the plan are catered for including extra duties (overtime) and absences (holiday leave, sick, meetings etc). Compliance with all the necessary legislation is of course ensured in terms of the working time directive and duty of care responsibilities. The solution can be provided via a Web interface and or an IVR option as well. In BT this system caters for 40,000 users across many diverse operations.
**FOS by Field Force Automation**

- **Field Schedule**
  Field Schedule uses award-winning technology to deliver operational work allocation to a mobile workforce. It offers dynamic generation of 'high quality' optimised schedules of work which can be dispatched to engineers in real time via any mobile platform. The system utilises a range of powerful scheduling engines which take into account many factors including people skills, differing service level agreements and complex roster patterns. Highly configurable, our system can be easily and quickly tuned to meet customers’ requirements by dynamically flexing the ratio between delivering Quality of Service and minimising Service Delivery Cost. Field Schedule also provides facilities for real-time interaction making handling of exceptions both simple and effective. It has been developed by the award winning BT R&D Team that have delivered cutting edge Scheduling solutions since 1994 for BT & its customers such as E.oN, NTL & Centrica.

- **BT Mobile on Demand**
  BT Mobile-On-Demand provides quick and simple interconnection of a mobile workforce to the rest of a Business's CRM systems. It is designed to run as a managed service with no specialist wireless data experience being necessary on the client’s part. Integration to existing systems enables users to offer the highest level of customer service whilst minimising capital investment and keeping operational mobile costs down. It handles mixed mobile devices and communication protocols and provides a low risk proven solution with many thousands of mobile engineers active daily around the world. It is quick and simple to configure and can take a matter of

- **Mobile Devices**
  BT Mobile on Demand is device and network independent and can therefore support any GSM/GPRS/3G/WiFi/Mobitex network or any mobile device (including a concurrent mix of devices) supporting multiple operating systems. BT’s extensive implementation experience, both internally and to our customers, has allowed us to formulate sustainable views and recommendations on the importance of fully integrated devices, good power management and general usability. Device recommendations will take into account customer's business requirements, operating conditions and future considerations. BT provides recommendations on Devices based upon its impartial but well respected knowledge base on PDA’s & Laptop’s in this niche area, and can also procure devices with significant price reductions.

- **Field DoC (Duty of Care)**
  The extent to which a company must invest in carrying out its duty of care responsibilities is determined by the nature of the workforce. Field People combined with Field Schedule will track and meet the requirements for low risk activities. For the more demanding situation of lone workers in higher risk situations a more tailored solution may be required and this is where Field Doc fits in. It allows a large number of appointments to be scheduled for a given individual and provides a regular 'heartbeat' check with the individual that all matters are satisfactory until the task is completed. Should a heartbeat check not be acknowledged then automatic escalation occurs through a predetermined chain. Additionally a panic facility is also provided for the user to raise immediate attention.

- **Field Locator**
  A GPS Location Tracking solution for People or Asset tracking including full device deployment, Web visualisation and MIS. Bespoke solutions available on request
**Benefits**

By empowering a field force with the information they need, when and where they need it, organisations can benefit from:

- Dramatic improvements in field force productivity
- Automated scheduling means vastly reduced numbers of administration operatives
- Mobile integration means fewer phone calls from the field into the administration units again improving operations productivity
- Real time reporting on operational KPIs around the service management process
- The ability to deliver extraordinary customer service
- Increased customer loyalty
- The ability to close business or solve customer problems on the spot for a competitive edge
- Reduced field service costs
- Turn cost centres into profit centres by up-selling or cross-selling customer enhancements
- Reduced total cost of ownership due to deployment of smaller form factor devices and reduced connection costs
- Improved inventory management
- Reduced administrative costs

**High level processes covered**

- Task scheduling & allocation
- Attendance & absence management
- Duty of care compliance
- European working time directive compliance
- Resource forecasting, planning and deployment
- Wireless Workforce Management (mobile integration)
- People or Asset tracking
- Management Information

**Related Services**

- Business Process & Change Management
- Application Integration & Customisation
- Training
- 24/7 Help Desk
- Outsourcing

**Related Infrastructure**

- Application Servers
- Hosting or CPE
- Managed Mobile Devices
- Security Infrastructure
- GPRS
- GSM
- GPS
- ADSL
- VPN
**FOS by Field Force Automation**

**Service delivery options**
- Managed services
- Outright purchase
- Pay per use
- Bespoke options available

**Further information**
See also the sales flyer leaflets and brochures that provide more detail on each component of the FOS of solutions

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