

Geographical Coverage Analysis

What Is Geographical Coverage Analysis?

The Geographical Coverage Analysis is a ClickSoftware service that focuses on helping companies base their field personnel in the most effective areas to meet service demands.

A company's customer base, the equipment those customers possess, the location of field technicians' residences and the skill sets those technicians have all change on an ongoing basis. If the technicians' territories are not realigned accordingly, suboptimal utilization of a company's field force is certain. Ensuring that the workforce is properly distributed geographically to support an organization's customers is prerequisite to achieving maximized customer satisfaction and reductions in cost of service.

How Does Geographical Coverage Analysis Work?

The crux of the Geographical Coverage Analysis process is to determine the ratio of workload density in a given location to the availability of qualified technicians to perform the requisite jobs in that location. To do this, ClickSoftware uses a proprietary territory planning tool to analyze historical data going back six to twelve months.

Once the current ratio is determined, the goal of the analysis is to help companies recalibrate their service organizations to improve this ratio. While there is no absolute "right" level of coverage, best practices dictate that 95 percent coverage at four to seven qualified technicians per job provides the highest attainable value. ClickSoftware experts, using the territory



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planning tool, look to identify specific areas with coverage shortages or overages, as well as specific skill needs for which there are insufficiently qualified technicians in a given area.

Armed with this information, ClickSoftware experts help companies determine the most effective steps to change the situation. These can include re-delineating territories, reevaluating current distribution of technicians across territories, reassessing travel limits for individual technicians and training more technicians with the appropriate skills for an area.



ClickSoftware's Consulting Services

Geographical Coverage Analysis is a part of ClickSoftware's Consulting Services. The Consulting Services are designed to help companies successfully and profitably service more customers per day, increasing effectiveness and efficiency through both technology and improved processes. Other services include:

- Service Performance Benchmark
- Schedule Optimization Tuning
- System Health Check
- Service Operation Review
- ClickSoftware University

Benefits of a Geographical Coverage Analysis

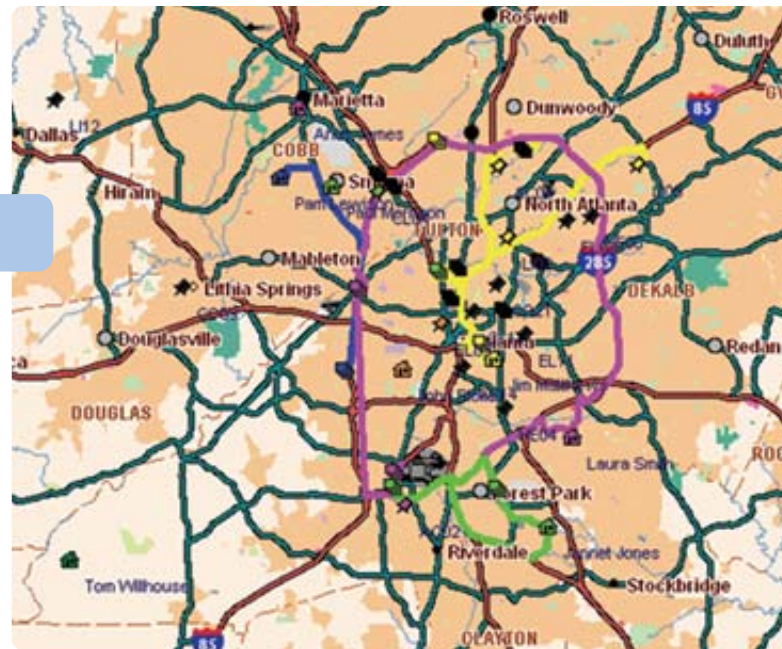
By periodically ensuring that technicians and skill sets are best suited to the geographical areas they are covering, organizations can put themselves in a better position to keep up with ever-changing customer demands. Specifically, the Geographical Coverage Analysis will enable your service operation to

Increase percentage of calls that ClickSchedule can schedule automatically

Reduce travel time (overall, but not always individually)

Improve customer response time and meet more SLAs

Identify shortages and overages by territory and skill as input for hiring strategies



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