



## Case Study

# Belron automates and optimizes scheduling to keep a strong focus on superior customer service

### Benefits

- Increased scheduling of same-day repairs by 65%
- Reduced technician travel time by 20%
- Increased number of field technician jobs completed per week by 10%
- Maintained focus on customer satisfaction as a top priority
- Increased productivity
- Reduced operational costs

### The Company

As the world leader in vehicle glass repair and replacement, Belron serves 11 million customers annually with 25,000 employees operating in 34 countries. In the United Kingdom, Belron operates under the brand name Autoglass, the UK market leader. In the UK, Belron services more than 1.5 million motorists each year, operating out of 108 branches with approximately 1,300 mobile glass technicians.

### The Challenge

Belron works with most motor insurers in the UK market, delivering glass repair services to the customers of the insurance companies while following strict SLA guidelines. To maintain contracted service levels, Belron must operate at high productivity levels while also ensuring technician and motorist safety. Belron also strives to provide motorists with the best customer service experience possible, especially in emergency situations when motorists may be stranded at night or by the side of a busy motorway.

Previously, Belron relied on an internally-developed solution to provide mobile glass technicians with their daily job schedules, but could not automatically optimize schedules as events unfolded during the work day, such as travel delays or unplanned appointments. Given that Belron manages 1,300 glass technicians in the UK, solving the challenge became paramount. The Belron field team plays a critical role in the company's overall service operations—of the 1.2 million jobs the company handles each year, approximately 93 percent take place in the field at customer homes and workplaces.

“Customer service is important not only to retain market leadership, but also for our insurance clients,” Redwood added.

“The better services we provide, the more likely motorists will retain their vehicle insurance company. Each incident thus gives us the opportunity to positively impact two customer groups.”

*“Customer service is our top priority,” emphasized Daren Redwood, Operations and Supply Chain Director at Belron.*

*“All business transactions must be as seamless as possible—the key driver for us is providing service that produces peace-of-mind and safety for motorists while also helping our insurance clients retain their customers.”*

With the previous system, Belron often found it necessary to manually schedule technicians. Given the number of resources to coordinate, management thus found it difficult to assign technicians with the correct skills to each job based on the type of vehicle and the type of glass repair or replacement.

“Considering the complexity of each incident and the complexity of the various glass products, we did not operate as efficiently as we wanted to,” Redwood said. “In some cases, we did not send the right technician to the right job. We wanted a flexible solution we could deploy right off the shelf and incorporate immediately into our business processes without having to customize the solution to a great degree.”

## The Solution

Belron found the answer to its challenge with ClickSoftware’s mobile workforce management solution. ClickSoftware offers real-time visibility and integrates fully with the existing Belron back-office systems that support stock control, order booking and the mobile devices used by technicians.

*“One of the key reasons we chose ClickSoftware is the ability to increase our field technician utilization rate,” said Richard Knight, Technical Project Manager for Belron.*

*“Leveraging ClickSoftware helps us improve upon the number of jobs per day each technician completes, and where possible, reduce the mileage they travel.”*

As soon as a customer requests a glass repair or replacement, ClickSoftware intelligently reviews stock availability, the customer location, the weather, travel conditions and technician availability to ensure motorist needs are met efficiently. ClickSoftware also ensures planned incident responses meet service level agreements and calculates the best route for technicians to travel.

Some variables create complex scheduling challenges. For example, replacement glass must occasionally be fitted in a covered dry area when suitable space is not available during poor weather conditions. In these situations, ClickSoftware assigns a specialist vehicle with a canopy, along with the correct stock.

One ClickSoftware capability Belron finds particularly helpful is the lunch break feature. When scheduling lunch breaks for technicians, Belron can specify timing guidelines and durations. The ClickSoftware optimization process then determines when each technician will take a lunch break by considering assigned work orders and ensures technicians appear as unavailable during the break. The system also allows for lunch break changes in the case of an emergency or a work order that lasts longer than expected. This helps balance customer needs with consideration for each field technician’s break time.

Knight added that the experience ClickSoftware offers also played a role in the decision. “We knew we could not deploy a scheduling solution and then forget about it—it’s a long-term project,” Knight explained. “We wanted a partner like ClickSoftware that will continuously improve solutions and expand the solution portfolio over the long term.”

## The Implementation

Belron rapidly rolled out the ClickSoftware solution to its entire staff of 1,300 mobile technicians across the UK. During the deployment, Belron particularly appreciated the implementation methodology that ClickSoftware leverages. “The implementation was a critical part of the solution we invested in,” Knight said. “We wanted a system we did not have to spend a lot of time developing so we could roll it out to the field quickly.”

To help Belron develop in-house expertise, ClickSoftware provided follow-up training and advisory. Belron can now apply many changes and handle system administration on its own. When making significant configuration changes, Belron works with the ClickSoftware support team to make sure the changes can be supported.

Knight emphasizes the importance of deploying software that met the business case: “We have business units around the world and were looking for a solution partner with solid implementation experience across the globe as well as a solution portfolio that matches our different business needs. That’s what we found with ClickSoftware.”

## The Results

Since deploying ClickSoftware, Belron has gained real-time scheduling capabilities that improve its ability to assign the correct glass technician to each customer incident. To date, Belron has increased the number of completed field technician jobs per week by 10%.

The company has also improved its ability to communicate the status of incidents to motorists and insurance companies. These capabilities combine to increase the overall productivity of the 1,300 field technicians and reduce operational costs. The ClickSoftware system also helps Belron focus on maintaining customer satisfaction as the top priority.

“Because ClickSoftware enables seamless business transactions by reducing operational friction and increasing company-wide visibility, we can spend more time focusing on customer service,” Redwood added. “Customer service isn’t a buzzword, it’s a core focus of our business—and ClickSoftware touches every part of the customer journey.”

Providing customers with same-day service is extremely important to Belron. In the effort to succeed in this mission, Jimmy Warnock, a Service Delivery Team Manager for Belron, pointed out, “ClickSoftware is brilliant at adding repair and service incidents onto a technician’s schedule during the course of the business day when availability occurs.” This has resulted in a 65% increase in scheduling of same-day repairs.

With the help of ClickSoftware, Belron has also reduced drive times between jobs by 20%, as the system identifies and groups jobs that are close together, making technician runs more efficient. Belron also added features to try to schedule technicians so they finish their day closer to home.

“With our previous scheduling system, technicians could finish their day anywhere, but ClickSoftware predominantly schedules them closer to their home, so it is not as long a day for them now,” Warnock said. “Enabling them to arrive back home sooner to see their families also keeps them happier.”

## What's Next?

Looking ahead, as ClickSoftware releases new versions of its mobile workforce management solution, Belron is benefiting from deploying the standard, out-of-the-box versions. Taking this approach and minimizing customizations has not only accelerated the upgrade deployment time, but also allows Belron to cherry pick which new capabilities and features they want, as they become available.



“We won’t have to worry about future upgrades forcing us to endure downtime,” Redwood said. “We also won’t have to worry about making major configuration changes and providing extra training to our field team—all the new add-ons will be intuitive to use. We anticipate future upgrades requiring just two weeks to deploy, which is unusual for companies with large field service teams.”

Based on the template designed in the UK with Autoglass, Belron is now rolling out ClickSoftware solutions to its German brand, Carglass. The entire Belron team appreciates the overall impact of ClickSoftware and how much business processes have improved since the deployment. “The ClickSoftware solution is probably our most significant change in all the years that I have been here,” said Warnock. “The technology is phenomenal.”

For more information on Belron visit [www.belron.com](http://www.belron.com)

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