

Foreword

Field service operations lie at the heart of many service industries. For companies such as telecommunications providers or on-line retailers, the efficient and effective management of field resources is fundamental to realising excellent customer service and a competitive cost base. However, the successful delivery of the systems and processes that underpin field service operations is challenging. A study by the British Computer Society suggests that ‘only around 16% of IT projects can be considered truly successful’.¹ This problem can be attributed to a number of factors, most notably failing to take a holistic approach to transforming operations. A successful approach combines technology change with process redesign, people engagement and organisational transformation.

This book provides an insight into how to successfully transform field service operations with automated technologies. It draws on years of experience from different industries and from different perspectives on realising change. This book captures a range of views from research and technology development, systems engineering and change management. The authors provide practical insights using case studies to highlight lessons learnt and areas for further research. We are sure the book will both inform and broaden the reader’s understanding of field operations and how it can underpin business transformation.

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¹ ‘The Challenge of Complex IT Projects’, British Computer Society: London, 2004.



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Transforming Field and Service Operations
Methodologies for Successful Technology-Driven
Business Transformation

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