

Technology alone will not solve all your problems

by Luis Melo

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Last week I was in Las Vegas, for the second year in a row, representing Capventis at the [Modern Customer Experience](#) conference organised by Oracle. Once more, it was great to have the opportunity to hear from, share with, and meet so many thought leaders, innovators and industry specialists.

The highlight of this event is to see how companies are using technology as an enabler, to innovate and become even more successful. Companies are actively thinking out-of-the-box, innovating, pioneering, and, as a result, achieving more differentiation from their competitors.

A recurring theme and common denominator, according to those companies who shared their stories and case studies with the conference, is that technology alone does not solve all the problems, nor turn around a poor performing business.

The message is that technology is one part of the solution and should not be expected to “*save the day*” in isolation. Processes, culture and people are also critical, and must also be taken into account. The implementation of a new technology platform cannot be handed over to IT to manage, but must be something led by the **business, for the business**.

It can be hard to get people to acknowledge shortcomings in the way they currently do things, and learn new ways. It can be difficult to get managers interested in medium or long-term strategic benefits when they have looming deadlines. It can be gruelling to change the culture of an organisation.

But the truth is that it is extremely rewarding and quite satisfying to attempt and succeed, particularly when you know it will lead to greater efficiencies, higher customer satisfaction, and reduced error. In business terms, this basically means you will achieve more growth, and increased profit.

[Toshiba Medical Systems](#) (TMS) presented a great example at the [Modern Customer Experience](#) conference. They transformed a vision and desire to improve customer service and experience into reality, by undertaking an implementation project focused on the business and their stakeholders.

TMS implemented a new platform (Oracle Service Cloud) to support their customer service activities (Offices in 12 countries, Partners in 27 countries, 20,000 devices spread through Europe, supported by 400 engineers). But they didn't neglect process, culture and people, putting a big focus on the business impact and change.

The immediate benefits that TMS has seen and shared with the conference were:

- Satisfied customer
 - Improved communication and call status updates to customer
 - Increase in First-Time Fix ratio due to improved insights
- Efficiency and Operational Costs
 - Right engineer. Right time. Right place
 - Improved efficiency
 - Reduced operational costs and of overtime costs
 - Reduced admin time
- Control
 - Increase in preventive maintenance compliancy
 - Increase in data accuracy
 - Decrease number of re-calls

The good news is that it doesn't need to be a painful task or an endless project. With the right methodology, skills, and knowledge, with the right balance, plan and people it can be done smoothly and successfully, in timelines that would surprise the most sceptical.