

APAC CIO Outlook

FIELD SERVICES SPECIAL

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APACCIOOUTLOOK.COM

10 Most Promising Field Services Solution Providers 2017

The right field management software automates the tasks of field service executives, empowering them to optimize best-of-breed applications for order scheduling to dispatching work, and ensuring driver safety. With digital devices becoming the optimal tool for field service management, enterprises have reportedly increased operational efficiency and have reduced operational costs that are significant for the growth of the FSM market.

While field service executives use smart devices in the field to capture every interaction with customers to improve operational efficiency, sharing the captured information in a centralized system in back office has become a necessity to coordinate strategies, and to win global customers or outperform rivals. In the present scenario, field service executives are striving to employ a competent service delivery methodology that works from a reactive maintenance mode to a more proactive and preventative maintenance mode to mitigate issues, as well as to track patterns and trends for long-range planning.

“This can be supported by a field service management solution that can lead to a 47 percent increase in the rate of jobs completed each day and 77 percent reduction in overtime” reports technology advice, a online portal in the APAC region. Comprehending the ever-changing trends and shifting paradigms in Field service market, many companies in the APAC region have adopted and implemented field services as one of their primary offerings to help enterprise gain real-time visibility as well as take better informed decisions that impose a group-wide performance-management system.

Our current edition presents to you “10 Most Promising Field Services Solution Providers 2017”. The list highlights some of the most prominent organizations who are capable of leading their clients towards accomplishment beyond an advisory level. The proposed list intends to assist the individuals and organizations to find the right field service provider who can fulfil their specific requirements and help streamline business process in real-time.



Company:

Aforeserve

Key Person:

Rajeev Asija
CEO

Description:

Offers a range of field services that are flexible, affordable and serve specific requirements of small, and large end users

Website:

aforeserve.co.in

Aforeserve:

Integrated Service Management and Support

As the CEO at Aforeserve for more than three years, Rajeev Asija sets demanding targets, and he understands the requirements to get the company to the top of the list. “I want to see a doubling of revenue in the next two and half years—but I also need to see a lot of that extra turnover coming down to the bottom line. There’s no point in taking on unprofitable business.” How will Aforeserve get there? “We must maintain the quality of service delivery to the customer. The Aforeserve brand stands for quality of service, and that is how it must continue to be known.”

The Journey

Aforeserve was incorporated in the year 2000 by Soumitra Gupta (currently the President of parent group) starting with repairs of IT components like PC/Notebook motherboards and TFT monitors/panels, and operating the field service centres for OEMs like HCL, Acer, and HP. Aforeserve grew over the next decade by forging partnerships with several other large OEMs as well as a number of ODMs from Taiwan/China to establish itself as a preferred Service Partner for IT services. Over the last 4 years, Aforeserve has added to its portfolio in the form of offerings such as Annual Maintenance Contracts (AMC), Facility Management (FM) Services, fully managed Project Services (Installation & Commissioning as well as Operations & Maintenance phases) for System Integrators, Staffing & Resourcing (permanent or temporary basis), high end Chip-level repairs for ICT components as well as specialised services like Warehousing & Logistics, and Solutions in the field of networking and Security/surveillance.

The Road to Success

Today, Aforeserve is an integrated service management and support company offering comprehensive and standardized life cycle services for the full spectrum of Information, Communication and Technology (ICT) products including notebooks, desktops and servers, network devices, computer peripherals, surge protection and power conditioning units, and mobility devices, as well as, for a range of non IT automated systems such as self-service kiosks, point of sale terminals, ATMs, and satellite communication systems.

As one of India’s largest chains in organized repair, Aforeserve extends ‘direct to customer’ service and support offerings dedicated to end-users of ICT products, specifically quality repair and refurbishment services for defective ICT devices, including those with expired warranties. Aforeserve is a proven integrated services management & support company offering the entire range of life cycle services for ICT products, comprising Installation & Commissioning, Repair & Refurbishment, Helpdesk Services, Remote Support, Warranty Services, Warehousing plus Forward & Reverse Logistics, Project Management Services, and Staffing/Resourcing for a full range of skill sets across the country

Drawing from over 16 years of operational experience, Aforeserve has successfully established itself as a service partner of choice for leading Original Equipment and Design Manufacturers (OEMs & ODMs) as well as global system integrators including HP, Lenovo, IBM, HCLT, Wipro, Reliance Industries, Acer, Toshiba, Inventec, ECS,



Rajeev Asija,
CEO



Pegatron, Micro Star International (MSi), the NCR Corporation, and many others.

Headquartered at Noida, the Company works closely with customers to implement tailored service solutions through an extensive, pan India support network of service centers in 51 major cities and resident engineers across 263 regional towns.

The seamlessly integrated services & support paradigm of the entity offers a single point of service delivery, integrating all life cycle support requirements for ICT assets across brands, platforms, and technologies.

When specialized repair is needed and it can't be implemented onsite but needs special equipment and uncommon skills, the company has two repair workshops, so large that Asija refers to them as "Repair Factories." These two factories are located in Bangalore and Noida wherein the 300 plus strong workforce repairs more than 30000 units a month. In addition, the Mobile Repairs facility handles a combined volume of more than 40000 units at Bangalore and Noida. This well-built in-house facility has enabled the Company to forge long term business relationships with the leading Global ODM and OEMs from Taiwan/China for high-end repairs.

Great Place to Work

Knowledge, Competencies and Attitude are the cornerstones of Aforeserve organisation Culture. Culture of Performance & Culture of Rewards have been propagated through the organisation at all levels and have always helped the company to come up with maximum efforts and best-of-

class results, thanks to the cutting-edge & certified training modules, which are technical as well as non-technical. In line with the company's mission Asija states, "We shall deliver quality service to every customer, thereby ensuring customer satisfaction through excellence in execution and delivery." Rajeev has in place a staff training program that emphasizes performance and delivery at every level.

The technical trainings are conducted by both in-house trainers as well as the OEM representatives, while soft-skill trainings are delivered through its ISO certified online in-house platform as well as face-to-face communication sessions.

We must maintain the quality of service delivery to the customer

"We believe in strong Employee Communication and Engagement," says Rajeev Asija, and the company newsletter – Aforeserve Times is a great medium to keep all employees updated on the company's journey as well as recognise the Performers.

Going ahead, the company is working hard towards its vision to become a Leading Provider of ICT Services of our country. Along with plans to scale up the revenue through an augmented customer base, expanded direct-to-customer service practice and larger ICT Projects, Aforeserve is also looking towards the newer technology offerings for the customers. **ACO**

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