



Digitally transforming frontline operations with Salesforce Field Service



Is your organisation ready to embrace the changes required to enable a more digitised and connected frontline workforce?

Organisations managing geo-dispersed frontline operations are navigating significant change. Adoption of digital capabilities is permeating the operational value chain, and transforming traditional ways of working.

Looking towards the future, organisations need to embrace and invest in digital transformation to enable greater resiliency and connectivity as the needs of their customers, communities they serve and workforce continues to evolve.

KPMG helps organisations gain a perspective on best practices, and how to unlock value from contemporary technologies. Partnering with KPMG to implement Salesforce's Field Service solution is one way organisations can do this.

Frontline operations will continue to be core to delivering on business objectives, however, the demands on operations will evolve. As organisations navigate the following foreseeable challenges, the need for next generation digital capabilities will be a common theme across the board.

01

Delivering **safety critical work** while keeping frontline workers safe in challenging conditions, such as reduced crew sizes/staffing levels and limited visibility of remote operations.

02

Continued focus on cost effective service delivery, due to a continued tough economic outlook, and global pressures on supply chains.

03

Evolving customer needs, with greater emphasis on **transparency on services delivered and environmental responsibility** of organisations.

04

Delivering on regulatory, stakeholder and shareholder expectations as their needs become more values-aligned and complex.

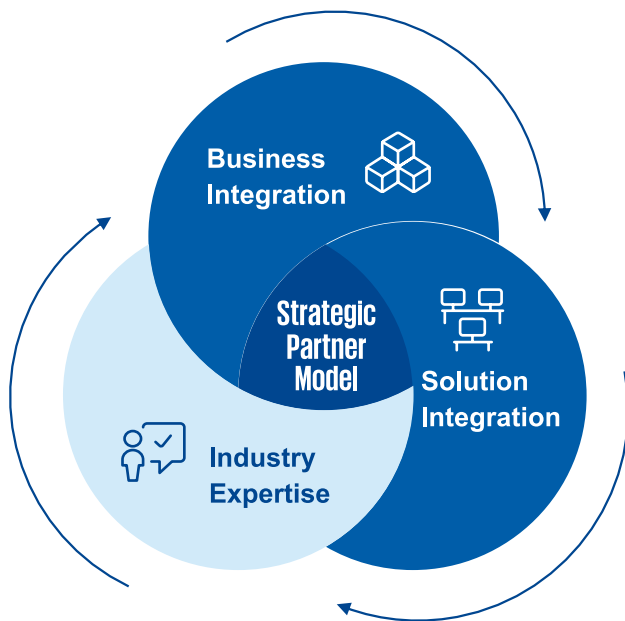
05

Accelerating change through prudent investment in digital, business transformation and **developing new operating models for greater resilience in operations**.

06

Integrating **emerging digital technologies** such as digital twins, augmented and virtual reality for high value operational use cases and **developing new ways of working**.

Driving effective transformation will require the right blend of business expertise and technological enablement. KPMG helps its clients unlock value from their frontline operations through a strategic partner model.



Unlocking value from digital capabilities requires a deep understanding of operational challenges and use cases enabled through technology, as well as a clear data and integration strategy. KPMG offers this through our strategic partner model:

Business integration

We have a dedicated capability for frontline operations, to enable you to drive resilient, optimised, safe and digitised operations.

Industry expertise

Access to dedicated industry specialists who understand your business and how to extract value from your operations.

Solution integration

An experienced team to help develop solution, data and integration strategies to leverage the broader Salesforce ecosystem (including Service Cloud, Field Service, NetZero and Marketing Cloud).

Industry-leading organisations that successfully integrate business expertise and technological enablement are achieving the following:

- Unlocking value from core enterprise applications such as **Salesforce Field Service** (along with other operational technologies), to drive **safe, optimised and efficient operations**.
- **Connecting front, middle and back office** to give the right data to the right teams at the right time, and bringing together the **customer and frontline workforce**.
- Enabling the **next generation of frontline workers** with digital skill sets, and **contextualised information at point of delivery** to enhance employee and customer experience.
- Integrating core enterprise technologies with emerging capabilities such as **artificial intelligence (AI) and augmented reality (AR)**.
- **Leveraging automation and digital orchestration of processes** across the end-to-end value chain.
- **Harnessing data** and unlocking value through insight driven decision-making in operations.
- Leveraging **service as a key point of difference**, creating competitive advantage in the markets they play in.

84%

of Australian CEOs said progress on digitisation of operations and creation of next-generation operating models has accelerated as their key focus area for the coming years¹

46%

of frontline operators indicated 'better technology tools that make my job easier' as a key change that would reduce workplace stress²

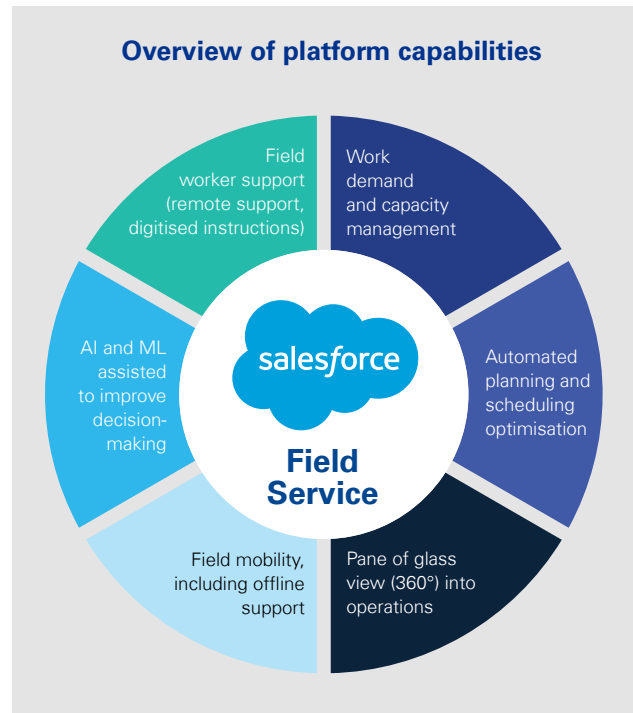
1 <https://kpmg.com/dp/en/home/insights/2020/11/harvey-nash-kpmg-cio-survey-2020.html>

2 <https://www.microsoft.com/en-us/worklab/work-trend-index/technology-unlocks-a-new-future-for-frontline>

Salesforce Field Service is a core enterprise platform enabling organisations to unlock value from their end-to-end operational value chain – planning, scheduling, workforce mobility and service analytics

Salesforce Field Service is a benchmarked leader (Gartner Magic Quadrant) for service management, and enables frontline operators to accelerate their digital capabilities and achieve the following outcomes:

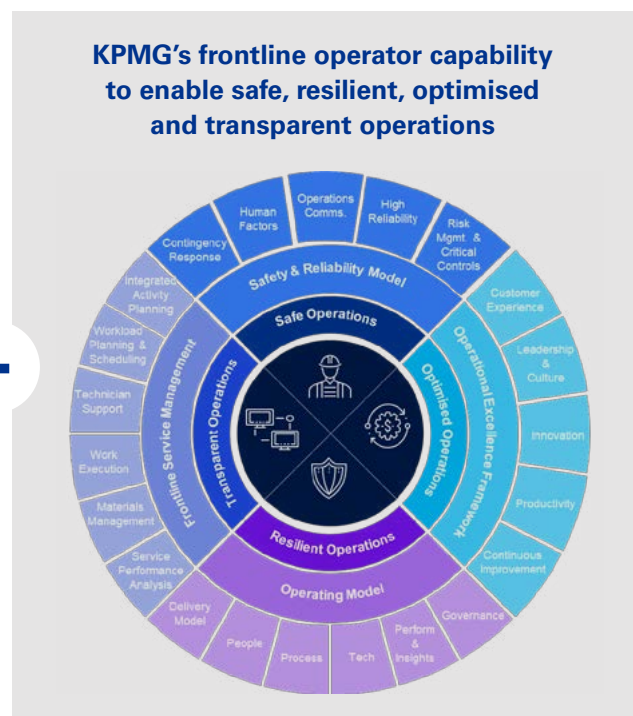
- end-to-end optimisation of core delivery processes and an increase in safety, productivity, tool time, and utilisation – leading to lower costs of service delivery
- 360° view of operational information for key personas across the value chain to enhance decision-making
- digital enablement of field service teams, improving customer service and asset reliability outcomes
- modernised architecture that enables contemporary integration pathways, e.g. iPaaS, enabling efficiencies in managing complex technology landscapes.



To demonstrate the value of the Field Service platform, KPMG has injected its market-leading experience and best practices for digitising frontline operations into a proof of concept

Bringing KPMG’s experience from delivering real results across multiple sectors:

- Energy, mining and utilities
- Defence and defence industries
- Health, ageing and human services
- Property, logistics and construction
- Local government councils

The proof of concept demonstrates best practices across four key use cases, and pre-configured personas and processes which are not available 'out of the box'

01 30 Day Optimisation
Demonstrates how longer term schedules are optimised against work demand, availability and dependencies.

02 One Week Fixed Schedule
Demonstrates how fixed schedules are managed – delivery optimisation, scope confirmation and customer appointments.

03 Day of Execution & Break Fix
Demonstrates how the day of ops is managed – crew visibility, urgent break fix and dynamic dispatch.

04 Field Worker Mobility
Demonstrates how the frontline worker is digitised, and contextual information is provided (including AR support).



Contact us for more information and a demonstration of Salesforce Field Service



Matt Pearce
Partner – Energy & Utilities Sector Lead
T: +61 8 8236 3471
M: +61 403 999 494
E: mpearce1@kpmg.com.au



Jason Perera
Director – Salesforce GTM
T: +61 3 8663 8382
M: +61 428 006 103
E: jperera4@kpmg.com.au



Roy Ankan
Manager – Frontline Operations
T: +61 8 8236 7287
E: rankan@kpmg.com.au

[KPMG.com.au](https://www.kpmg.com.au)



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