



ShotSpotter Gets Complete Visibility into Every Product, Work Order, & Service Partner



Customer Quick Facts

INDUSTRY:

Public Safety

SIZE:

100 employees

WEBSITE:

www.shotspotter.com

Results

- A 98% renewal rate from customers who view ShotSpotter as an indispensable partner in ensuring public and officer safety
- Improved customer Net Promoter Score by 23 points from May 2015 to June 2017*

When someone fires a gun on an urban street, there's a good chance ShotSpotter is listening. The gunshot detection firm provides sensors to more than 90 cities around the world. Together with their teams, they pick up the sound of gunshots, analyze it to eliminate false-positives, and alert authorities to the precise location. But for the system to work, ShotSpotter's network of sensors must always be listening—a job that falls to the company's field service team.

"If our sensors don't participate, our coverage area dwindles, which hurts the service we provide," said Jeff Jaeger, field service manager at ShotSpotter.

Downtime is a concern for any company, but for ShotSpotter's clients, the costs can come in human terms. Downtime means slower response times that can affect public safety—and even the safety of officers who respond to the company's alerts.

Smarter, Consistent Service Management

ShotSpotter believes that its growth is due to a growing demand among city leaders eager to find new solutions to intractable urban problems like traffic and crime. The company's technology is a welcome assist for police departments that often lack instant, reliable information about gunshot activity.

"Some people don't want to get involved, so they won't call," said San Francisco Police Department Sergeant Tracy A. McCray in a YouTube video. "Now, in a sense, they don't have to." The SFPD has used ShotSpotter since the mid-2000s.

But years of success and growth strained the company's service division, which was managed using a patchwork of Excel and Salesforce solutions. As a result, ShotSpotter needed a more reliable method to track maintenance histories, locations, and service commitments for its thousands of installed products around the world.

"One of ServiceMax's biggest benefits is its customizability. I haven't come across anything that we couldn't integrate with ServiceMax."

Jeff Jaeger, Field Service Manager, ShotSpotter

“We decided we needed to create a specific service management aspect. There was just no way to scale or measure service metrics within the old system. Salesforce just didn’t have that capability,” Jaeger said.

The company rolled out ServiceMax in July 2014, gaining a complete view into device locations, maintenance histories, and other intel across ShotSpotter’s extensive installed base.

“The ability to gather all of that information, and to drive the KPIs that are important for our business, was a huge benefit,” Jaeger said, adding that ServiceMax works effectively with ShotSpotter’s existing software tools.

“I haven’t come across anything that we couldn’t integrate with ServiceMax.”

Managing a Dispersed Third-Party Team

ShotSpotter relies almost exclusively on local third-party contractors, who need location, scope, and on-site contact details to install and repair its sensors. Reliable information is crucial because ShotSpotter’s devices are often located on private buildings in dense urban areas. Working within ServiceMax, contractors receive auto-generated work orders containing the data that’s relevant to the job—and they can even update work orders on the fly. For example, if an on-site building contact changes, they can change the contact details within ServiceMax to ensure the next technician has up-to-date information when he or she arrives.

ServiceMax also allows Jaeger to analyze third-party contractors’ performance to ensure they complete the expected number of jobs and that the work’s done properly—the first time. ShotSpotter’s customers pay for services (gunshot detection data and notifications), not the actual devices, so it’s critical that the company meets its service obligations.

“If a technician doesn’t install the sensor in the correct location, I know that immediately and can ask them to fix the problem right then,” Jaeger said.

Faster Troubleshooting, Smarter Product Design

Technicians’ performance isn’t the only metric Jaeger can monitor with ServiceMax. He can also better understand how ShotSpotter’s devices are working in the field. Troubleshooting used to involve a lot of guesswork

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Jeff Jaeger, Field Service Manager, ShotSpotter

without a complete history of sensor location and configuration, but now ShotSpotter’s local techs report on what they see or hear while on site. Together, Jaeger and the tech can troubleshoot the problem or tweak the sensor’s location, leaving a digital record in ServiceMax.

“In Chicago, for example, we had sensors that weren’t participating because it was windy by the lake,” Jaeger said. That anecdotal information, which in the past could have been lost in email or an Excel spreadsheet, even influences product design. By capturing the information in ServiceMax, ShotSpotter was able to identify the source of the problem and modify product design to address it.

Happy Customers (and Great Service) Drive Growth

ServiceMax ensures Jaeger and his network of local technicians have all the information they need to keep the sensors listening. Because, if the sensors do their job, first responders can quickly and safely do theirs.

ShotSpotter’s service team might work behind the scenes, but its efforts don’t go unnoticed. Consistent, reliable service is central to the company’s happy—and growing—customer base. This is reflected in their customer satisfaction scores. From May 2015 to June 2017, they saw their customer Net Promoter Score increase by 23 points.

“It’s nice to know that what we’re doing in the background encourages customers to be our advocates,” said Jaeger. “That has certainly helped us drive sales.”