



“Zinc makes it easier for our teams in the field to access the subject-matter experts they need to deliver award winning service in the home.”

Robb Origer
VP In-Home Services

It's All About Answers in Real Time – DISH Gets It with Zinc

DISH Improves Service Delivery, Reduces Costs and Drives New Business Growth

DISH Network, a leading direct-broadcast satellite service provider, has thousands of field technicians who install, maintain and fix equipment and services for customers nationwide. These technicians have been integral to DISH's award winning customer satisfaction levels year after year.

New Markets Require a New Solution

While best known among consumers for its satellite TV service, DISH has aggressively moved to conquer new markets in recent years. DISH's next big market move is towards providing in-home customer service for its new partners, including KB Home, Amazon and Samsung. DISH's thousands-strong team of field technicians are trained to be knowledgeable on this new set of products, quickly and efficiently. In order to continue delivering great service quality, DISH field teams needed a way to get instant answers from experts while in the field.

Prior to using Zinc, a technician would need to call his or her supervisor, the call center, or perhaps a teammate, for help solving an unfamiliar problem.

That process is time-consuming and costly for everyone involved—the customer, the technician and the organization. With the upcoming expansion of DISH services, finding a better way for teams to solve issues in the field across many different products became paramount.

Choosing Zinc

After researching different solutions, DISH identified Zinc as the leading vendor due to the ability to get technicians instant support via any mode of communication on a platform that is secure, scalable and easy to administer. DISH rolled out Zinc to a few thousand employees in a span of 2 weeks.

In addition to improvements in on-site duration and key on-site metrics, DISH has seen that the improved communication provided by Zinc also helps employee engagement. When customer jobs are finished quickly, employees feel great about their work, better about themselves, and are more likely to stick around.

Top Use Cases

Master Tech Video Chat

When newer techs encounter any problems on the job, they use Zinc's video call feature to connect with a Master Tech for help. These subject matter experts are always available if field technicians encounter a situation that requires additional information.

With the ability to see exactly what the tech is seeing, Master Techs resolve issues faster, resulting in reduced job duration. Video chat has also reduced the need for onsite trips by Master Techs or the Field Service Managers to provide assistance.

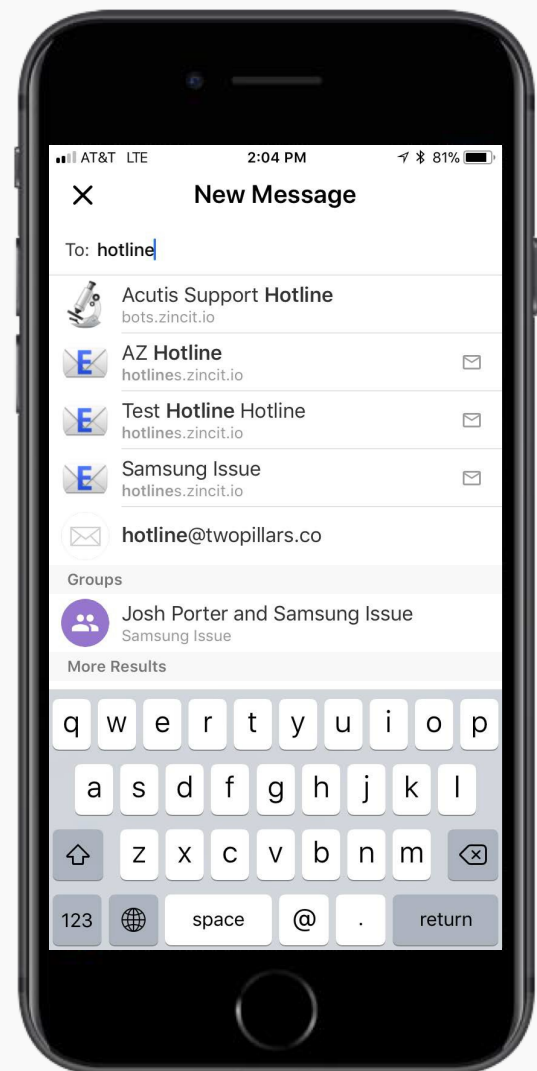
Master Tech Hotline Group

Technicians use dedicated Hotline Groups to easily troubleshoot with Master Techs who provide around-the-clock support. Whenever a technician messages the Master Tech Hotline Group with a question, whichever Master Tech is best able to answer takes the request and troubleshoots in a 1:1 conversation.

When troubleshooting, technicians can leverage all modes of communication, such as voice and video calls, messaging, and image sharing. This on-demand support has sped up issue resolution. Techs no longer need to call around to find the person with the right product knowledge since they can get immediate responses from experts in the Hotline Group.

Field Resource Coordinator Hotline Group

When a technician finishes a job early, they message the FRC (Field Resource Coordinator) Hotline Group to pick up another job. This has improved communications and efficiency between the FRC and technicians, allowing techs to perform more jobs per day. The FRC Hotline Groups also are giving operations a way to measure how long requests take to close and how many happen in each region.



Top Use Cases

Part Location Sharing

Rather than calling into a depot to find a part, technicians use regional and product-specific Official Groups to locate parts and arrange pick ups. By quickly sending a message and sharing their exact location in Zinc, technicians are able to find the closest technician or service center that has the part they need. This easy coordination reduces the number of jobs that have to be rescheduled, thereby improving first time fix rates and customer satisfaction.

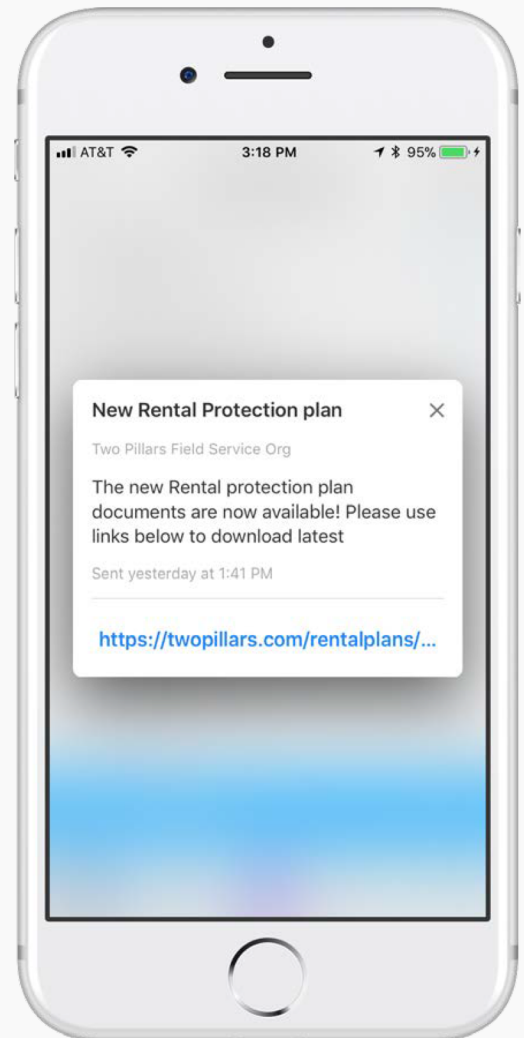
System-Wide Issue Broadcasts

Field Service Managers are able to keep small hiccups from hindering productivity by addressing problems quickly across the entire workforce. When FSMs find a system-wide issue, they can instantly send a Broadcast straight to the relevant technicians' devices. This also works on a local scale for road closures and weather alerts. Broadcasts link to any outside documents such as a new installation procedure, and must be read and interacted with to continue using Zinc.

Previously, FSMs would get an influx of calls about the same challenge over a couple hours. Now they quickly inform the workforce with a single push. After sending their Broadcast, FSMs log into the Admin Console to view open and click rates and follow up with unresponsive technicians if necessary.

Performance Management Success

DISH is a competitive organization that puts an emphasis on winning in business. Zinc provides DISH a great way to celebrate individual and team performance, every single day. By using Zinc, technicians not only have easy access to information that could help them secure a sale, they also have the ability to share their successes with their team. DISH technicians use Zinc groups to celebrate each other's sales success, which has gone a long way in creating a more enthusiastic culture that inspires technicians to hit their sales targets.



All Mode Platform: Instant Answers for the Field

Zinc is the only All Mode Communication Platform purpose-built for deskless industries to drive business results. When teams are out in the field or at a customer site, they need instant answers, access to information and a direct line to their support teams to succeed. With Zinc, employees share and receive real-time information in a secure and intuitive platform, and rich communication analytics provide insights that allow leaders to improve productivity and overall performance. See the impact of real-time communication immediately.



ZINC COMMUNICATION PLATFORM

MESSAGING

1:1 & Group messaging
Content sharing
Hands free

VOICE & VIDEO

VoIP and Phone Calling
Conference Calling
1:1 Video
Push to Talk

BROADCASTS

Broadcast Composer
Content Hub

ANALYTICS

Group Analytics

Engagement Analytics

Network Map

ADMINISTRATION

Users & Groups

Official Groups
Ad-hoc Groups
Hotline Groups
User Roles & Profiles

Bots

Notification Bots
Queue Management Bots

CRM & FSM Integrations

Salesforce Sales Cloud
Salesforce Service Cloud
GE ServiceMax

Content Integrations

Box
Dropbox
Google Drive
One Drive

External Directory Integrations

Active Directory
SCIM

FOUNDATION

Security & Privacy

SSO
HIPAA
SOC II

Scalability & Reliability

AWS
24x7 availability
Globally accessible

About Zinc

Founded on the belief that deskless workers need a better way to communicate, Zinc provides the only All Mode Communication Platform bent on driving business results. By giving teams access to real-time answers and information on any device, Zinc truly transforms the way businesses run. Loved by users and trusted by the enterprise, customers include DISH, GE, BlueLine Rental, Vivint, and Marriott Hotels. Visit www.zinc.it and follow @Zinc on Twitter to learn more.