



Dräger

CASE STUDY

Dräger field technicians get a time-saving app to service life-saving equipment

A CRM platform upgrade integrates with a feature-rich mobile app to enhance the customer service experience

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Whether you're a doctor or a patient, when you're in the operating room, you want peace of mind that every piece of equipment – from the surgical lighting to the patient monitor to the anesthesia machine – is in perfect working condition. In the neonatal intensive care unit, newborns cling to proper ventilation, heating and jaundice treatments for developmental care and infection prevention in their golden hour of life. Miners don't want to worry about their safety when they go underground. And firefighters need to be able to breathe easily in dangerous situations. Dräger, which has manufactured and serviced such equipment for over a century, understands that moments matter when it comes to protecting a person's life.



Business situation

Outdated app frustrates the service delivery process

Based in Germany, Dräger is an international leader in manufacturing and servicing medical and safety technology. Since 1889, its products have protected, supported and saved people's lives in hospitals, fire departments, emergency services and elsewhere. When something doesn't quite work the way it should, Dräger's field service technicians come to the rescue.

But the company's outdated Outlook Offline app, which was no longer supported by Microsoft, had long synchronization times, frustrating operations teams and

field technicians trying to view, manage and coordinate service schedules and parts requirements. If field technicians cannot efficiently manage their day-to-day work, repairs and service to the hospitals, fire stations and other customers who use their products could be delayed.

For a company committed to quality, innovation and customer service – what it deems “Technology for Life” – Dräger wanted a faster, more reliable and feature-rich mobile app to manage its field service. “It's important that people trust the tools that our operations teams and technicians work on to do their jobs,” said Joern Mohr, IT consultant at Dräger. This digital transformation required a trusted partner – one it found in Avanade, with whom it had built a long-term, trusted relationship.

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Solution

Solving customer care issues at speed

Designing a human-centered solution was the critical first step. Dräger worked with [Avanade X](#) to develop a user interface (UI) design that would personalize the user experience and consolidate insights to maximize engagement. "Inclusion was a big aspect of the design process," noted Mohr. "We considered how our technicians would visualize the value, so we carefully chose the right icons and visual indicators. We even made sure everything was readable for those who are color-blind."

We then helped Dräger upgrade its customer relationship management (CRM) platform to [Microsoft Dynamics 365](#). This cloud-enabled business application provides built-in intelligence to monitor and track equipment data, such as time in use and average pressure. In the future, Dräger can use this data to have "intelligent conversations" with its customers about their products, increasing customer satisfaction, helping to reduce service costs and giving patients confidence in their health services. "When the back office runs smoothly, then our technology can focus on the customer," said Mohr.

As the [2020 Resco Innovation Partner of the Year](#), we understood how the right mobile technologies can help Dräger improve both the employee and customer experiences. The final phase was to replace Outlook Offline with the [Resco Field Service 2.0](#) and connect it directly to the Dynamics 365 system to help streamline fieldwork processes. For example, field technicians can use the app to digitize their service process and share workflow knowledge across the enterprise to help guide future generations of employees.

"By analyzing the customer and user-specific requirements, we were able to create a mutual understanding in the service processes," said Verena Liebau, creative director for UI/UX at Avanade. "We tested the solution together with the Dräger team and worked closely to optimize the mobile application according to the users' ideas and years of experience in the field."

The ease and effectiveness of these remote working capabilities are critical at a time when resilience and agility are a must-have for any business. "Because of our products, customers see us in the modern tech world," said Hauke Jacobsen, senior IT consultant for sales, marketing and service execution at Dräger. "Having the mobile app reaffirms this reputation."

Results

A better workplace experience for a better customer experience

Today, the app is live for over 1,100 users. Once complete, more than 2,500 Dräger technicians will benefit from:

- Faster and easier scheduling and task management now that data can be synched in seconds rather than minutes
- Better data availability, visibility and reporting capabilities to see exactly what parts and equipment are needed for each job so they're prepared upon arrival at the customer site
- Less back-and-forth warehouse runs and communications with customers and operational management teams
- Increased stability, speed and efficiency to make employees' lives easier and improve their overall workplace satisfaction

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“Our people have said how happy they are to have a system they can rely on to manage protocols and data maintenance. It’s been positive feedback on a tool they’re obliged to use,” said Norman Rothe, head of CRM at Dräger. “Now they can focus on their primary job – servicing valuable equipment.”

For the customer, faster, more reliable services from this upgrade boost their confidence in Dräger products. Near real-time visibility into service assessments and requirements speeds up the authorization process for service and repairs. They can now submit equipment information and sign work orders on the spot using the detailed mobile reports we created. For example, when a firefighter gets a breathing air cylinder refilled, the equipment certification is immediately available so these rescue workers can continue running their equipment. After all, in their business, moments matter when lives are at stake.

Dräger’s digital transformation marks its continued commitment to being a modern, innovative and intelligent company that can attract and retain top talent. “Like many other workforces that are aging and retiring, there’s a huge demand to find new skills and personnel. They want to work with modern tools and equipment, so it’s important to be an employer that’s attractive to new talent,” added Rothe.

Now, in addition to providing quality technology solutions for gas and flame detection, respiratory and personal protection equipment, and escape and rescue equipment, Dräger has the tools and agility to respond to changing demands and expectations.

About Dräger

Dräger is an international leader in the fields of medical and safety technology. Our products protect, support and save lives. Founded in 1889, Dräger generated revenues of over EUR 3,4 billion in 2020. The Dräger Group is currently present in over 190 countries and has more than 15,600 employees worldwide. Please visit www.Draeger.com for more information.

About Resco

Founded in 1999, Resco is one of the global leaders in developing cross-platform mobile software solutions. Today its products are utilized by 2,500+ corporate customers with more than 200,000 licensed users. The cornerstone of Resco’s multi-experience development platform is the Woodford configuration and management tool which, together with the Resco mobile apps, is at the heart of all Resco products. For more details on Resco visit: www.resco.net

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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