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Trimble and MODERN Partner to Enhance the Field Service Experience Through Automated Text Communications

SUNNYVALE, Calif., Dec. 20, 2018 /PRNewswire/ -- Trimble (NASDAQ: TRMB) and MODERN announced today that they are partnering to enhance the customer experience by integrating automated text communications with the Trimble PULSE™ suite of solutions for field service optimization and workforce management. This integration enables equipment dealers and field service organizations to improve the customer experience during service through faster communication and improved visibility into technician and work order status.

Equipment dealers in the construction and agriculture industries employing hundreds of technicians use Trimble PULSE to efficiently schedule and complete a significant amount of work orders with their customers each day. Keeping their customers informed of the work status and changes is a constant challenge. Studies have shown that over 70 percent of customers prefer text messages for updates instead of phone calls, and 98 percent of text messages are read within 6 minutes of delivery.

With the combined Trimble PULSE and MODERN solution capabilities, dealers will be armed with field-proven technology that improves transparency between a dealer and customer for an improved service experience.

Benefits include:

- Text communications that are automatically triggered based on service delivery status, eliminating the need to send manually
- Effortless, real-time view of progress during service and maintenance tasks, ensuring that customers are well informed and their feedback is obtained during service delivery
- Up to 50 percent reduction in work order adjustments, which can result in higher customer satisfaction

"This integration with Trimble PULSE marks our most efficient service communication yet," saidPeter Mills, vice president of product at MODERN. "This combined solution provides real-time communication with equipment owners, while reducing the workload for equipment dealers. We're excited to partner with Trimble to deliver an elevated customer experience."

The integration provides automated notifications from the dealer to their customer throughout the work order execution, providing the customer with real-time status updates as the dealer performs service on customer equipment. With the integrated solutions, the customer is automatically notified when the technician is en route and is provided with an estimated arrival time. Additional notifications include when the technician has arrived on site, when they have completed the work, when service has been restored to the customer asset or equipment, and when delays occur in completing the work. The integrated solution is easy for dealers to implement, requiring no change to existing technician and back office business processes. Dealers using the MODERN solution report a 6-8 percent increase in customer satisfaction within 12 months of implementation.

"We are excited by the business efficiencies and overall user experience benefits that our customers will realize with the integration of MODERN's innovative communications with our best-in-class field service solution," said John Cameron, general manager of Trimble's Field Service Management Division. "We look forward to working with MODERN to meet the growing needs of equipment dealers."

About MODERN

MODERN connects equipment dealers to their customers creating an exceptional, frictionless customer experience via communication channels such as mobile web apps, SMS, and email. The company's cloud software solution is a centralized communication platform for teams and departments to maximize communication efficiency while allowing customers to receive real-time updates and track work-in-progress. MODERN works with equipment dealers servicing construction, paving, agriculture, mining, forestry, marine and on-highway / lift trucks. For more information about MODERN, visit: www.modernis.com .

About Trimble's Field Service Management Division

Trimble's Field Service Management Division provides visibility into field and fleet operations so businesses can streamline efficiency and increase productivity. The Field Service Management suite includes fleet management, equipment management, work order planning and scheduling, worker safety and mobility solutions that transform the effectiveness of work, workers and assets in the field. The cloud-based portfolio allows Trimble to offer customers industry-specific, enterprise-level solutions for exceptional performance and ease of use. For more information, visit: www.trimblepulse.com .

About Trimble

Trimble is transforming the way the world works by delivering products and services that connect the physical and digital worlds. Core technologies in positioning, modeling, connectivity and data analytics enable customers to improve productivity, quality, safety and sustainability. From purpose built products to enterprise lifecycle solutions, Trimble software, hardware and services are transforming industries such as agriculture, construction, geospatial and transportation and logistics. For more information about Trimble (NASDAQ:TRMB), visit: www.trimble.com .

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