FACILITIES SHOW

commusoft

Exhibitor Spotlight

Commusoft

In 2019, Field Service Management Expo will move into the neighbouring Facilities Show to become part of a larger zone dedicated to showcasing technology that benefits those running workforces and workplaces.

As a former exhibitor at Field Service Management Expo, Commusoft shares its experience, and its excitement about moving into Facilities Show.

YOUR CUSTOMER JOURNEY

He receives a message to say that the engineer is nearly there

ROVE CUSTOMER FEEDBACK BY — 35%

REDUCE TOTAL TRAVEL COSTS BY — 15%

ROVE FIRST-TIME FIX RATE BY — 10%

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It was a good way to get our name and brand out there for a lot of faces to see and familiarise themselves with, particularly during a large event with thousands of visitors.

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Marine Klein
Head of Digital Marketing and Growth

COMPANY PROFILE:

Commusoft is an all-in-one online workforce management software for field service businesses. It helps you to manage your customer database, quotations, jobs, engineer diaries, certificates and invoicing, and it integrates with popular accounting packages such as Sage, QuickBooks and Xero. Commusoft is accessible on your PC, Mac, iPhone, iPad, Android phone and Android tablet.

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Exhibiting at Field Service Management Expo 2018

Learned how to further
develop
their products

Met potential
customers
in person

Gained **insight**
from prospects

Commusoft's
success at
a glance

Met existing
partners

100
leads captured

Generated lots of
brand awareness

Field Service Management continues to grow as an integral part of business today. With more and more connectivity and consumers increased demand for instant gratification, the need for an entire supply chain to run seamlessly is compulsory.

In 2019, Field Service Management Expo will move into the neighbouring Facilities Show to become part of a larger zone dedicated to showcasing technology that benefits those running workforces and workplaces.

Whilst this zone will be named Smart Buildings, it will include a dedicated education theatre that will discuss topics right at the heart of service management such as IOT, AI and mobile strategies.

About the move

Would you agree with us that Field Service Management Expo was a software-as-a-service show, with 95% of exhibitors being software companies? And if so, do you think the show fits better inside the technology side of Facilities Show?

Yes agreed, it was a software-as-a-service show, which all of our competitors attended, as well. Yes, Facilities Show can work, since it includes the FSM category.

Facilities Show will expand from looking at workforce technology to workplace technology. How well do you think this supports the Field Service Management industry?

It's crucial that not just the field service team has the best tech when they are on site, but that the office team is prepared and ready to handle any situation. Good technology can ensure the office and field teams are always in sync and optimised to support each other.

About exhibiting

How successful was your time at ExCeL with us?

We had a really successful event and generated lots of brand awareness, as well as gaining insights from prospects. We had a successful number of leads – a total of 100 – and reached our goals.

It was really interesting to be able to meet potential customers in person. We also had the opportunities to meet some of our existing customers and partners.

Going to a trade show like Field Service Management Expo allowed us to meet qualified prospects with specific needs. We were able to meet with small and big companies from a variety of different industries.

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What were your top 3 highlights of exhibiting?

1 Our founder and CEO, Jason Morjaria, was one of the speakers. His presentation, "**How Automation Influences The Customer Experience**" was a major highlight of the exhibit. It addressed the fact that field service companies often forget to further examine negative customer experiences, in order to highlight the areas for potential improvement. He stated that understanding customers' feelings is key to building the perfect customer journey.

2 The announcement of new core features: live vehicle tracking, our real time optimization suggestions and portals.

3 Team building opportunities.

We've put together a short 40 second video in our blog with some highlights of the event.
Check it out! >>>

Did you have a goal at the show? If so, did you meet it?

We first wanted to announce new features, but also to be able to quickly demo our software and meet as many companies as possible, which we did. It was a good test, we learned a lot from our first show and are more than ready for the 2019 event!

What types of visitors did you meet?

A broad range, varying from the owners of domestic companies, to senior sales directors from international corporations.

Were you happy with the quality of your audience?

We went there with an open mind in terms of the audience and who we were going to meet. Some were close to our current target market, and others helped us realise where we can further develop the product.

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How valuable do you think face-to-face marketing is?

It was a good way to get our name and brand out there for a lot of faces to see and familiarise themselves with, particularly during a large event with thousands of visitors. Having a bright and stylish stand was a great way to get prospects' attention and draw them in for a demo.

What advice would you give to other companies in regards to exhibiting?

If it's your first event, it could be quite overwhelming. You'll need to bring plenty of energy and water! Don't forget to bring snacks and wear comfy shoes. Plan everything ahead, which includes identifying clear goals and a fixed budget with your team. Regarding the sales, I would recommend to test your demo before, and practice - a lot of practice! Your marketing team should be involved from the beginning, from the stand design and communication before, during, and after the event. Think of ways to pump your presence with unique signage, giveaways and presentations.
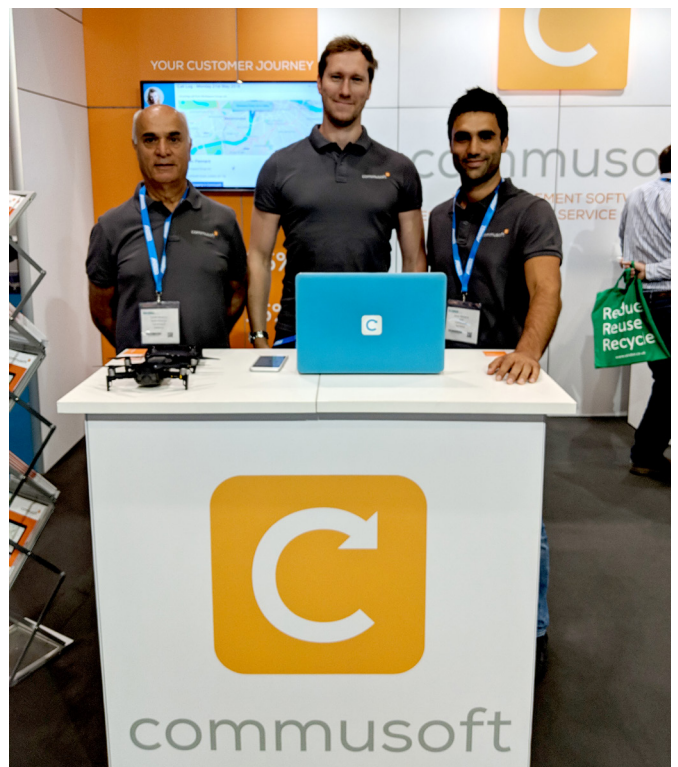
Walking through all co-located shows last year – FIREX International, IFSEC International, Safety & Health Expo and Facilities Show, we learnt a lot about trends from other industries that will impact the Field Service industry.

Are you excited for the 2019 show?

We're excited and ready to put into action everything we learnt last year to drive demos and interactions with attendees. We've got a bigger stand for 2019, our sales team continues to grow and they will be demonstrating Commusoft software, including exclusive new features that haven't been released yet!

We're also looking forward to starting a content partnership with the Facilities Show team!

What technology trends do you see on the horizon?

Walking through all co-located shows last year – FIREX International, IFSEC International, Safety & Health Expo and Facilities Show, we learnt a lot about trends from other industries that will impact the field service industry:

- Drones were a topic of conversation in several of the expos and the discussion will keep growing in 2019.

- Artificial intelligence was the buzzword of the 2018 show, a lot of security companies were demonstrating AI capabilities. The field service industry is already impacted by chatbots and machine learning. Would AI be the next "hot topic" in 2019?

- IoT has been a big trend for a couple of years now and we believe that the next step will be the Industrial Internet of Things.

- Automation of each step of the customer journey will be the next big challenge for field service companies who wish to level up their businesses. For example, how to automate your engineers schedule or how to automate communication with customers.

FACILITIES
SHOW **18-20 JUNE 2019**
EXCEL LONDON UK

Grow your network at the world's largest FM event.

Facilities Show will return to Excel London from the **18-20 June 2019**. The three day showcase welcomes over **12,000** visitors from over **40** countries and inspires excellence in FM.

Facilities Show has been curated to help FMs advance whilst staying compliant as the industry progresses. It is the FM industry's most dedicated opportunity to network, source the latest products and access a range of complimentary CPD workshops.

The show also provides access to events in the adjoining halls including IFSEC International, FIREX International and Safety & Health Expo.