

[Global telecom Telefonica chooses TOA Technologies as worldwide partner for field service management](#)

Telefnica will deploy TOAs cloud-based solution to provide one view of worldwide field operations, standardizing business processes and enhancing the customer experience

Online PR News â€œ 11-April-2013â€œ April 10, 2013 As a central piece of its global business transformation project, Telefonica selected TOA Technologies and its mobile workforce management solution to manage its worldwide field technician workforce. Based in Spain, Telefonica is one of the largest telecom providers in the world with operations in 24 countries in Latin America and Europe, more than 315 million customers and a large mobile workforce of field service technicians.

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Telefnica evaluated its field service management strategy in an effort to transform its mobile workforce operations and standardize its customers service experience across its footprint. Telefonica chose TOA Technologies because its cloud-based solution offered:

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- The shortest time to deploy by using a field service management solution delivered natively in the cloud
- One view into all of its field operations, both Telefonica employees and contractors
- The scale to serve as the global standard for mobile workforce management, and the flexibility to be tailored for business processes and operations in individual countries
- An application that is device, operating system and language agnostic
- The most accurate appointment scheduling, allowing Telefonica to increase its on-time arrivals at customers homes

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Telefnica is committed to providing our global customers with the most innovative products and highest quality service. It was this commitment that guided our strategic decision to evaluate and transform our mobile workforce management strategy towards simpler and more efficient business processes and to select a new technology to support it, said Enrique Blanco, global CTO for Telefonica. Telefonica is delighted to announce our decision to partner with TOA Technologies as our field service management solution provider. We made this selection not only because their technology is able to scale to our global needs and meet our goals for fast deployment, but also because our vision for a customer-focused field workforce aligns with TOA Technologies vision for the future of field service.

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In a highly competitive world like the global telecommunications industry, having full, real-time visibility into the operations of the mobile workforce is critical to ensuring revenue, increasing cost savings and building lasting positive relationships with customers. TOA shares this vision and Telefonicas goals for its global strategic business transformation project, said Yuval Brisker, co-founder and CEO, TOA Technologies. A global innovator in telecom services, TOA is proud to partner with Telefonica. We look forward to working with their worldwide business, technology and delivery teams to provide the most advanced field service management solution available today to enable continued efficiency and customer service excellence.

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TOA Technologies field service management solution leverages time-based performance pattern recognition and predictive analytics to personalize the workday for each mobile employee. For service organizations of all sizes, this ensures that the right mobile employee arrives at the right appointment with the right information on time, every time. TOA is a Leader in the Gartner Magic Quadrant for Field Service Management in recognition of its visionary innovation and strong business execution.

For more information about TOA Technologies and how its field service management solutions create optimized field workforces and enhance customer service, visit <http://www.toatech.com>.

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About Telefonica

Telefonica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. From this outstanding position in the industry, and with its mobile, fixed and broadband businesses as the key drivers of its growth, Telefonica has focused its strategy on becoming a leading company in the digital world.

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The company has a significant presence in 24 countries and a customer base that amounts close to 316 million accesses around the world. Telefonica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

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Telefonica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

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About TOA Technologies

TOA Technologies is the leading provider of field service and mobile workforce management applications. TOAs patented platform for field service management improves customer service while dramatically reducing operational costs and delivering immediate and lasting return on investment. As the industrys only complete on-demand solution, TOAs solution uses time-based pattern recognition and predictive analytics to provide the most advanced and accurate field service management application on the market, providing results to reduce customer wait times while increasing field workforce efficiency. TOAs solutions are cloud-based, quickly deployed, highly configurable and easily integrated with existing CRM, ERP and other solutions.

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Across four continents, TOA Technologies platform manages the mobile workforces of some of the worlds most recognizable global brands in the satellite/cable/broadband, telecom, utilities, insurance, home services and retail industries. Named a Leader in the Gartner Magic Quadrant for Field Service Management, 2012, TOA Technologies is headquartered in the United States and has offices throughout Europe, Latin America and Australia/New Zealand.

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