



**Company Name**  
Evoqua

**Industry**  
Water Treatment

**Website**  
<http://www.evoqua.com>

**Equip Field Techs With Data Intelligence**

Previously, Evoqua field service technicians had Android-based tablets that they used to access documentation and make notes after service calls. But those calls were for the most part reactive and transactional: something broke, Evoqua dispatched a tech, the tech drove to the customer site, made the repair, and drove away. Also, different Evoqua divisions supported the same customer and used different systems, so customer data was scattered among them, and service techs couldn't present a unified face to the customer.

Evoqua worked with [eLogic](#), a Microsoft Dynamics Partner of the Year, to deploy Microsoft Dynamics 365 for Sales and Dynamics 365 for Field Service as its single, central CRM and field service solution. It replaced the older Android tablets with ruggedized Panasonic Toughbooks running the Windows 10 operating system. With a full computer, rather than a tablet, at hand, techs can enter service data directly into Dynamics 365 from customer sites, walk through the service call with the customer in show-and-tell fashion, and email the report to the customer—giving the customer greater visibility into what Evoqua is doing for them during service calls.

The service tech may recommend ordering an upgraded part and even create a sales lead in Dynamics 365 for the local account representative. "We want to invest in relationships with our customers and propel our service techs into a premium space," Szweda says. "Our service techs often know more about a customer's water than anyone at Evoqua or even the customer themselves. We want them to have the data they need to add real value and deepen the relationship." Evoqua spent a great deal of time training its techs for this higher-value, relationship-building work and compensates them for sales leads they generate on selling new equipment.

Encouraging techs to record customer data in Dynamics 365 also helps Evoqua capture information that used to reside on stray pieces of paper and in people's heads. Now, when people retire or leave the company, Evoqua retains their knowledge and has it in one place where everyone can access it.

Evoqua is also reducing service costs with automated dispatching enabled by Dynamics 365. Instead of making service call assignments based on a supervisor picking the technician, the system will allow Evoqua to make assignments based on tech location, expertise, training, and other factors, because everything the tech needs to know is recorded in Dynamics 365. Of course, Dynamics 365 is smart enough to know if only five techs have the expertise needed to service a particular piece of equipment and will find the one closest to the need. "Automated dispatching will reduce service costs and allow us to respond to our customer in a more efficient manner," Szweda says.

Evoqua is getting industry recognition for its data-driven field service innovations. Business consulting firm Frost & Sullivan recently recognized Evoqua for having the best field service organization in the water industry as judged by rapid decision-making in the field, strong customer interactions, high levels of responsiveness, and employees that are empowered to solve problems through frictionless collaboration. The company's new data-driven approach will take that leadership position to even higher levels.

**Automated**  
Service Tech Dispatching

**Improved**  
Product Designs

**Lower**  
Manufacturing Costs

**Running on Azure**  
\$2.5 million in annual savings



With Azure data intelligence, we can know more about our customers' water and become their trusted water advisor, ... not just an equipment supplier. David Szweda, **Vice President of Service Operations**