



**“Zinc helps us cut through the noise to make sure we get the job done. It’s fast and concise communication.”**

Sean Jordan  
Service Director  
BioTek Instruments

## BioTek Instruments Accelerates Field Operations with Zinc

**Before Zinc** How Can We Connect Our Field Teams from Anywhere?

BioTek Instruments, Inc., is a global leader in the development, manufacture and sale of microplate instrumentation and software. Servicing customers across the world requires rapid responses and constant communication. “Given the nature of our work, real-time access to resources and expertise when you need it most can go a long way in achieving and exceeding customer expectations,” said Sean Jordan, BioTek’s Service Director.



**Industry** Biotechnology

**Location** Global

**Employees** 200-500

**Plan** Enterprise

BioTek Instruments is a global leader in the development, manufacture and sale of microplate instrumentation and software used to aid in the advancement of life science research and to facilitate the drug discovery process.

Before discovering Zinc, BioTek field teams depended on a myriad of communication tools (email, texting, phone calls) to connect on the move. Yet these tools presented challenges to communicating in the moment. Many field teams (service, sales, etc.) were weighed down by email traffic as these team members don’t spend the majority of their day sitting at a desk. The high volume of email made it difficult to separate out the critical items from broader company information, newsletters or more general service updates.

Texting and phone calls while quick, were not always effective. Not everyone within the office used their phones for work, limiting the effectiveness of texting. In situations where a phone call was needed, you could be in the support center phone queue or the key person you needed was away from their phone. Sean told us, “We wanted our field employees to be able to instantly tap into the knowledge and expertise of the team anytime, anywhere to help them get the job done.”

**The Discovery** A Tool Designed for the Field, Equipped with Controls Business Needs

While evaluating potential tools to enable instant communication in the field, Sean discovered Zinc. He explained, “Instead of needing different apps to text teammates or make a quick support call on site, we could do it all with one app. This could save our field teams significant time on the job.”

In addition to work features such as streaming video and location sharing, Zinc offers an administrative panel so that admins can quickly and easily send custom push notifications, add or remove users and display and enforce a company's driving policy. Sean began to introduce Zinc to a number of his field teams and encourage communication through the app. He explained, "The team loves the app because it's fast and easy to use: it doesn't require knowing someone's mobile number and there is flexibility in how you communicate as it's easy to move across text, voice or video."

Whether they were performing routine maintenance, delivering a customer training or working an install, teams were posting issues or questions they encountered and quickly getting a response to help accomplish the task at hand.

After an initial pilot phase, BioTek began to roll out Zinc to the entire field service operation. Sean added, "We saw the potential for Zinc to really accelerate how we communicate and get things done in the field, while keeping our field employees connected no matter where they were located."

#### **The Results** Enhanced Field Operations through Real-Time Communication

Members across the service operation were able to quickly onboard onto Zinc and contribute from day one. Sean added, "Since Zinc provides a familiar experience to apps we use in our personal lives, it is easy to pick it up and start using immediately. There is minimal to no training required."

"Zinc has helped our Field Service teams operationally in a variety of important ways: we can resolve critical issues faster, office based members of the service department can instantly communicate with the field thanks to desktop apps, and our service teams can quickly communicate and collaborate without having to switch between several apps."

Today, BioTek teams use Zinc to get instant support, accelerate repairs and maintenance with photo and file sharing, share timely updates and alerts, communicate across timezones and replace email for short or urgent messages.

Sean explained, "Zinc helps our service teams cut through the noise to make sure we get the job done. Zinc is concise, fast and easy communication."

## Why They Chose Zinc

- Streamlined field team communication through one app
- Faster on-site issue resolution with the ability to quickly escalate from text to photo, voice and/or video
- Improved access to training and expertise across the organization
- Connect field and office staff quickly and efficiently without additional infrastructure investment

## Questions?

For more info visit [zinc.it](http://zinc.it)