



## Choosing Zinc

After researching different solutions, DISH identified Zinc as the leading vendor due to the ability to get technicians instant support via any mode of communication on a platform that is secure, scalable and easy to administer. DISH rolled out Zinc to a few thousand employees in a span of 2 weeks.

In addition to improvements in on-site duration and key on-site metrics, DISH has seen that the improved communication provided by Zinc also helps employee engagement. When customer jobs are finished quickly, employees feel great about their work, better about themselves, and are more likely to stick around.

## Top Use Cases

### Master Tech Video Chat

When newer techs encounter any problems on the job, they use Zinc's video call feature to connect with a Master Tech for help. These subject matter experts are always available if field technicians encounter a situation that requires additional information.

With the ability to see exactly what the tech is seeing, Master Techs resolve issues faster, resulting in reduced job duration. Video chat has also reduced the need for onsite trips by Master Techs or the Field Service Managers to provide assistance.

### Master Tech Hotline Group

Technicians use dedicated Hotline Groups to easily troubleshoot with Master Techs who provide around-the-clock support. Whenever a technician messages the Master Tech Hotline Group with a question, whichever Master Tech is best able to answer takes the request and troubleshoots in a 1:1 conversation.

When troubleshooting, technicians can leverage all modes of communication, such as voice and video



**Zinc makes it easier for our teams in the field to access the subject-matter experts they need to deliver award winning service in the home."**

**Robb Origer**, VP In-Home Services, DISH Network

## >> Customer Quick Facts

INDUSTRY:  
Telecommunications

SIZE:  
14,000+ employees

USERS:  
4,700 Zinc users

HEADQUARTERS:  
Englewood, Colorado

WEBSITE:  
[www.dish.com](http://www.dish.com)

calls, messaging, and image sharing. This on-demand support has sped up issue resolution. Techs no longer need to call around to find the person with the right product knowledge since they can get immediate responses from experts in the Hotline Group.

### Field Resource Coordinator Hotline Group

When a technician finishes a job early, they message the FRC (Field Resource Coordinator) Hotline Group to pick up another job. This has improved communications and efficiency between the FRC and technicians, allowing techs to perform more jobs per day. The FRC Hotline Groups also are giving operations a way to measure how long requests take to close and how many happen in each region.

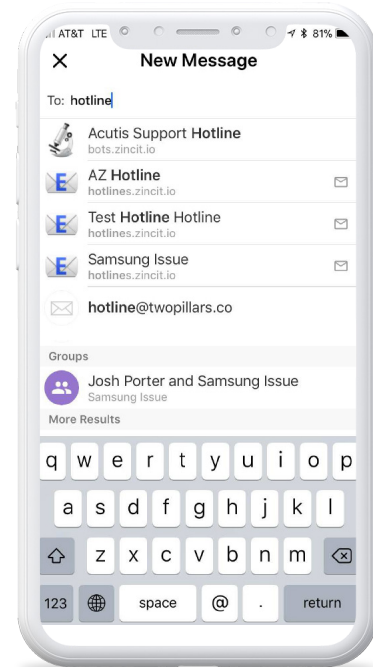
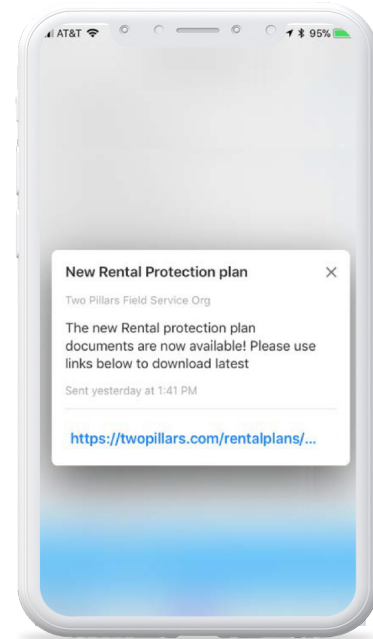
### Part Location Sharing

Rather than calling into a depot to find a part, technicians use regional and product-specific Official Groups to locate parts and arrange pick ups. By quickly sending a message and sharing their exact location in Zinc, technicians are able to find the closest technician or service center that has the part they need. This easy coordination reduces the number of jobs that have to be rescheduled, thereby improving first time fix rates and customer satisfaction.

### System-Wide Issue Broadcasts

Field Service Managers are able to keep small hiccups from hindering productivity by addressing problems quickly across the entire workforce. When FSMS find a system-wide issue, they can instantly send a Broadcast straight to the relevant technicians' devices. This also works on a local scale for road closures and weather alerts. Broadcasts link to any outside documents such as a new installation procedure, and must be read and interacted with to continue using Zinc.

Previously, FSMS would get an influx of calls about the same challenge over a couple hours. Now they quickly inform the workforce with a single push. After



## ZINC COMMUNICATION PLATFORM

MESSAGING		VOICE & VIDEO		BROADCASTS	
1:1 & Group messaging Content sharing Hands free		VoIP and Phone Calling Conference Calling 1:1 Video / Push to Talk		Broadcast Composer Content Hub	
MESSAGING					
Group Analytics		Engagement Analytics		Network Map	
ADMINISTRATION					
<b>Users &amp; Groups</b> Official Groups Ad-hoc Groups Hotline Groups User Roles & Profiles		<b>Bots</b> Notification Bots Queue Management Bots		<b>CRM &amp; FSM Integrations</b> Salesforce Sales Cloud Salesforce Service Cloud ServiceMax	
		<b>Content Integrations</b> Box Dropbox Google Drive One Drive		<b>External Directory Integrations</b> Active Directory SCIM	
FOUNDATION					
<b>Security &amp; Privacy</b> SSO HIPAA SOC II			<b>Scalability &amp; Reliability</b> AWS 24x7 availability Globally accessible		

sending their Broadcast, FSMS log into the Admin Console to view open and click rates and follow up with unresponsive technicians if necessary.

### Performance Management Success

DISH is a competitive organization that puts an emphasis on winning in business. Zinc provides DISH a great way to celebrate individual and team performance, every single day. By using Zinc, technicians not only have easy access to information that could help them secure a sale, they also have the ability to share their successes with their team. DISH technicians use Zinc groups to celebrate each other's sales success, which has gone a long way in creating a more enthusiastic culture that inspires technicians to hit their sales targets.

### All Mode Platform: Instant Answers for the Field

Zinc is the only All Mode Communication Platform purpose-built for deskless industries to drive business results. When teams are out in the field or at a customer site, they need instant answers, access to information and a direct line to their support teams to succeed. With Zinc, employees share and receive real-time information in a secure and intuitive platform, and rich communication analytics provide insights that allow leaders to improve productivity and overall performance. See the impact of real-time communication immediately.