

**CUSTOMER SUCCESS STORY**

# Transforming Customer Experience and Field Service



**Phil Tyler**  
CIO, Sureserve



**Steve Hunter**  
Product Owner, Sureserve



**Andy Zambito**  
Global Chief Sales Officer, Creatio

# Transforming field service and compliance operations across the UK housing sector

**~2,800**

EMPLOYEES

**4,000**

ENGINEERS MOBILIZED  
ACROSS UK OPERATIONS

**1988**

ESTABLISHED

**\$365m**

ANNUAL REVENUE



# Digitizing Nationwide Service Operations

Connecting Field Service, Customers, and Operations in One Platform

## OPERATIONAL PLATFORM CONSOLIDATION

Centralizing workflows, operational processes, and service management into one platform

## OMNICHANNEL SERVICE MODERNIZATION

Transitioning from traditional communication channels and fragmented processes to a centralized digital service platform

## FIELD SERVICE VISIBILITY

Improving oversight across teams, jobs, customer requests, and operational performance

## WORKFLOW AUTOMATION

Streamlining approvals, coordination, and service delivery processes

## SCALABLE AGENTIC ARCHITECTURE

Supporting continuous adaptation as the organization grows through acquisitions and operational expansion



# Operational Impact

- ✓ **Unified Omnichannel Customer Experience**  
Customers can now engage through modern digital channels instead of fragmented legacy communication methods
- ✓ **Improved Operational Visibility**  
Real-time insight into field operations, service delivery, customer requests, and team performance
- ✓ **Faster Service Coordination**  
Automated workflows reduced manual handoffs and improved execution across departments and regions
- ✓ **Standardized Operations at Scale**  
Consistent processes established across nationwide teams, acquisitions, and business units
- ✓ **Organizational Agility**  
No-code and agentic tools enabled faster operational changes without heavy development dependency



**Thank you!**