

# CASE STUDY

**PREPARED BY**  
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# INTRODUCTION

Xylem is a global leader in water technology, committed to addressing the world's most pressing water challenges. Operating in over 150 countries, Xylem innovates and collaborates with utilities, industrial manufacturers, residential sectors, and communities to protect and optimize water-based operations. Combining global reach with local know-how, Xylem and its customers are dedicated to resource sustainability and championing those dedicated to making water work every day.

Xylem's global operations are expansive, employing thousands of engineers, and introducing thousands of new and updated product manuals to the marketplace every year. Xylem maintains many millions of assets in the field, and every day these assets process more messages than the entire X platform.

Field Service Associates spoke to Mike W. Otten about Xylem's journey to adopt AI efficiency improvements in their product documentation.



**MIKE W. OTTEN**  
HEAD OF DIGITAL GROWTH STRATEGIES  
XYLEM

Mike W. Otten is head of Digital Growth Strategies for Xylem and Evoqua. Mike has spent the last nine years as the driving force within Xylem on Digital Transformation; he is one of their subject matter experts on AI and edge. He translates business cases into PoC's and PoV's (Proof of Value) and manages the feasibility of new technologies to ensure they can adequately scale for global roll outs.

# XYLEM'S CHALLENGES

Xylem faces the challenge of monetizing its intellectual property in the form of its expertise, its people, its products and its applications. As the water sector faces the global trend of an aging workforce, both Xylem and its customers recognize the need to embrace new approaches. With new engineers joining the business as the aging expert engineers retire, many new hires are left to search for critical information using their mobile devices.

Meanwhile, Xylem offers hundreds of products with multiple variations of each product. This generates huge amounts of paperwork, including manuals, 'how-to' documents, parts manuals, FAQs, CAD drawings, service videos, technical service bulletins, and more. Since many Xylem customers self-service their products, they need access to this extensive documentation to effectively operate the technology.

Engineers historically rang a colleague if they had an issue. If that was unsuccessful, they would call a product manager or technical support. This informational pipeline, however is inefficient and subject to human error, especially when considering a business operating in multiple regions. The hours lost due to a lack of relevant and asset specific information can be huge. Using AI copilots, Xylem aims to solve this problem and improve the user experience of their products, enabling both Xylem's engineers and customers to use natural language to prompt the system into delivering relevant and asset-specific information about the problem they faced.

Xylem needed a solution that was user friendly and required no engineer. A system that was completely intuitive to the user. A 'co-pilot' interface was critical, helping engineers interrogate the system by asking:

- *What's the part number for the pump impeller?*
- *I have error code 0138, what troubleshooting steps should I take?*
- *I am fitting a new bearing on the pump motor drive, what's the process to do this?*

A photograph of industrial machinery, including large yellow and blue pumps and pipes, with a white text box overlay containing a quote.

“ We recognize that the engineering population is aging. As new engineers join Xylem, we need to introduce new tools to help them find relevant information on the asset that are repairing, quickly... ”

*Mike W Otten - Digital Growth Strategies -  
Edge Artificial Intelligence & Digital Twin - Xylem*

## SOLUTION PROVIDED

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Xylem has a detailed process when assessing a supplier. Their mantra is 'what's the business problem we need to solve' and then 'what's the enabling technology to solve it'. This is how InSkill.ai was chosen. Xylem appreciated that the founders of InSkill.ai were well versed in the water technology industry and familiar with how a business like Xylem operates, the challenges it faces and what outcomes the business case needed to achieve.

The process to partner with InSkill.ai was seamless. InSkill.ai own their own technology stack and don't require third party agreements, which can often be difficult., Additionally, they have trusted investors which provided Xylem with a high degree of confidence in the company and the solution. The whole process was complete within two weeks.

The implementation process was twofold. First was to achieve a 'single source of truth' of all product documentation for the Xylem Aqua Pro team. The whole process went smoothly and was live within a couple of months. Helping engineers experience results quickly.

The second aim was to improve documentation for Xylem's health monitoring equipment. While the Initial site survey and quote were done with an outside vendor, Inskill.ai handled the order and installation of the assets. This included a site survey, photography of the location, installation instructions, start-up and commissioning, and data verification using live data streams, all managed within InSkill.ai. This work was later updated using the platform's development tools, which let users write their own scripts and require only basic web design skills.

Whilst the InSkill system supports the engineer during a task, every step offered as guidance is recorded and can be integrated into any existing field service solution the client may have. Should an engineer have difficulty solving an issue and escalate it to a technical second line of resource, the support organization can see all the steps the engineer has taken to this point. Eliminating the need to retrace steps and review if the engineer has followed due process.

To date, Xylem has over 2,000 engineers using the system daily. This can be attributed to how simple it is for an engineer to go live. First, the InSkill.ai admin sets up the engineer in the system and sends them an email to download the InSkill.ai application on their smart device. Second, once the download is complete, the engineer (within the same email) receives a QR code that they scan and then receive access to all the necessary equipment and asset information to do their job. It's really that simple.

**“ InSkill.ai understood our business, the different technologies we utilize and the problems we solve. Often time other vendors have built their product for a specific use case, and we have to educate them on the intricacies of our business case. ”**

*Mike W Otten - Digital Growth Strategies -  
Edge Artificial Intelligence & Digital Twin - Xylem*

## OUTCOMES FOR XYLEM

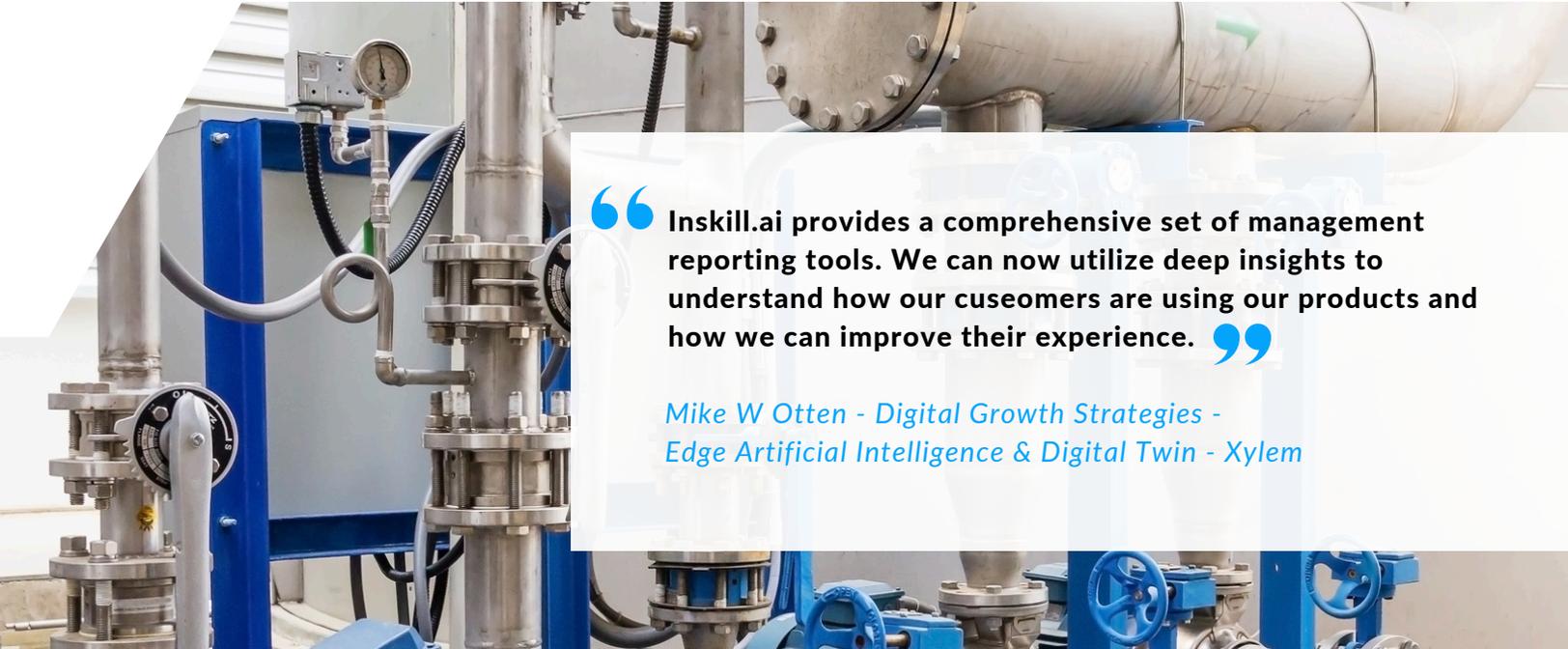
It's still early in the process given the size and scale of the roll out within Xylem, but the Aqua Pro team has already experienced a 50% reduction in calls to the technical support center. This is not only resulting in better utilization for both the engineers and the support organization but also leading to an improved customer experience as clients experience lower fix times and higher availability, both key metrics for Xylem.

The comprehensive management reporting allows the support, R&D functions, and internal Xylem engineer training teams to review the most commonly asked questions, most searched product questions, and which processes are being used or not used.

This will result in dynamic adjustments to the training and enablement of engineers, as the internal training teams have access to insights on what issues the engineers are escalating. Training curriculums can be reviewed in real time so that future engineers are provided more focused training on elements of the equipment known to be difficult.

Looking ahead, Xylem can improve training on a huge scale if the Inskill products are rolled out globally (Xylem does not publish its service headcount numbers).

Xylem is examining how this new stream of data is utilized and reviewing the original business case of its systems to establish clear fiscal improvements. Mike W. Otten states, '...what's the business case to using the Microsoft Office suite, yet we all subscribe to Microsoft Office'. Often businesses don't have a measurable understanding of their systems limitations and can't explain what is happening at the 'coalface.' Building business cases are challenging and no business signs off a business case unless there are tangible benefits' Mike continues, Xylem now has a path to defining these improvements with Inskill.ai. Now that Xylem has identified more of their operational limitations; we are confident they will continue to double down on their investment and drive additional fiscal and operational benefits.



“ Inskill.ai provides a comprehensive set of management reporting tools. We can now utilize deep insights to understand how our customers are using our products and how we can improve their experience. ”

*Mike W Otten - Digital Growth Strategies -  
Edge Artificial Intelligence & Digital Twin - Xylem*

# CONCLUSION

Xylem has really embraced InSkill.ai and is now able to tackle operational issues with simple, but effective, solutions.

The opportunities are immense for both Xylem and InSkill.ai. Xylem will continue to deliver operational excellence and improve already industry-leading uptimes, with the added advantage of engineers having better access to parts catalogues and contributing to part sales. In the future, they can even leverage time series data from their assets within InSkill to drive further improvements.

InSkill.ai is grateful to have a customer as supportive as Xylem. The opportunity for growth is immense.

To conclude, here are Mike W. Otten's thoughts on InSkill.ai and the next steps for Xylem.



**MIKE W. OTTEN**  
HEAD OF DIGITAL GROWTH STRATEGIES  
XYLEM

“ Xylem is constantly evaluating the market to ensure we are utilizing best in class solutions. We have 2,000 users on InSkill. Whilst we still evaluate other solutions, I don't know of any company that offers such a wide portfolio with easy-to-use features. ”

*Mike W Otten - Digital Growth Strategies -  
Edge Artificial Intelligence & Digital Twin - Xylem*

## EXPERT VIEW

The Xylem case study is a testament to the immediate and significant efficiency gains that AI, particularly InSkill.ai, can bring to field service operations. Faced with an aging workforce and a mountain of documentation, Xylem's leadership recognized the need for a solution to bridge the knowledge gap and improve efficiency. InSkill's AI-powered copilot, deployed with the first wave of 2,000 engineers, directly addresses these challenges. It provides real-time troubleshooting and instant access to product information, significantly reducing the time engineers spend on problem-solving and boosting first-time fix rates.

The system's ease of use, requiring minimal training, allowed Xylem to swiftly onboard over 2,000 engineers. Its intuitive interface and ability to consolidate all documentation into a single repository have, by Xylem's admission, made field service more efficient, reducing technical support calls by 50%. InSkill's adaptability, including customization for specific workflows, only demonstrates that it further enhances its value.

Moreover, the insights gathered from the system enable Xylem to refine training and improve product design, setting the stage for future predictive maintenance initiatives. This has to be the holy grail of operational improvements in the future. In conclusion, Xylem's integration of AI into its field service operations is a blueprint for the future. AI-driven tools like InSkill offer tangible benefits that make AI an essential component of modern field service strategies, including improved efficiency, knowledge retention, and scalability.

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