



Take it to the Boss:

Building a Solid Business Case for
Field Service Management

How to Make an Effective FSM Business Case

In the sea of competing priorities and limited budgets, many IT departments overlook field service management (FSM) software as a necessary part of their organization's tech stack. FSM often falls lower on the priority list, behind more tried-and-true systems like Cloud infrastructure, Security, Customer Relationship Management (CRM), and Enterprise Resource Planning (ERP).

But that's where YOU come in.

You know a field service management solution is imperative to a field service organization's (FSO) success — and your company's success. Here is your chance to help others recognize the real value of implementing FSM software: its direct impact on your customers' experiences. Positive customer experience leads to better brand reputation, which leads to increased customer retention and new customers, which leads to increased revenue. The business benefits are wide-ranging.

However, the decision makers likely won't simply take your word for it. You'll need to present a solid business case for investing the time and money into FSM software.

When you point out how modern FSM solutions:

- ✓ increase revenue
- ✓ reduce costs
- ✓ empower technicians
- ✓ improve first-time fix rates
- ✓ enhance the customer experience
- ✓ track performance and productivity metrics
- ✓ mitigate rising service costs amid a technician shortage
- ✓ help meet sustainability goals

— your boss will thank you.

Modern FSM software can lead to:



12x

annualized ROI with scheduled optimization



\$20M+

in payroll saved for time spent on the road



40%

increase in first-time fix rates



15%

increase in customer satisfaction

Optimizing Workforce Productivity

Scheduling field service workers is one of the most difficult tasks for organizations.

The job of thinking through and deciding on things like who is the most qualified, available person for the job; how long will a worker be onsite; how will traffic or weather-related issues affect travel times; and how to handle unexpected worker absences due to sickness or family emergencies is a time- and resource-intensive process. When companies do this manually, they are more prone to make errors and miss optimization opportunities. It simply isn't sustainable for a human to regularly sort through all this information in a timely fashion and make the most effective and efficient decisions.

As more and more FSOs incorporate freelance and contracted technicians into their network, managing and optimizing scheduling of a blended workforce — one that includes full-time employees as well as contracted field service workers — becomes that much harder.

Modern FSM solutions automate the process and optimize resources, time, and workforce utilization. With schedule optimization, first-time fix rates improve, increasing customer satisfaction and, ultimately, revenue.

Schedule optimization software increases worker productivity and efficiency. The software can identify the right field service worker for the job, ensure they have the proper resources to successfully resolve the issue, and create the most efficient schedule. Technicians then spend less time driving to jobs, especially with real-time AI schedule optimization. And because they're prepared with the right equipment, they spend less time onsite and require fewer repeat home visits. As a result, you'll see an increase in the number of completed jobs per day, which means you'll see an increase in accompanying revenue and decreased costs.

For example, an organization with 100 field service workers that averages two jobs per day could service approximately 15,000 more jobs per year with a 30% increase by implementing FSM tools.* That could add up to several hundred thousand dollars per year in revenue.

Schedule optimization has other major financial benefits. Because it improves on scheduling and dispatch orders, you reduce operational costs as technicians use less gasoline and reduce their travel time. Simply by eliminating wasted time, you'll allow for more productive and efficient workers — and see increased revenue and quicker time to achieve ROI.

Schedule optimization allows for timely arrivals and high first-time fix rates, which make for happy customers, the biggest impact on your company's success.

Increasing customer engagement leads to

10% Customer satisfaction rates improve by 10%

30% Number of service calls completed per day increase 30%

15% Technician travel times decrease by 15%

*Assumes 260 work days/year = 52,000 jobs per year; with a 30% increase, 67,600 per year can be completed with no increase in number of workers.



Striving for High First-Time Fix Rates

Positive first-time fix rates are typically near the top of the priority list for field service organizations because the first-time fix rate directly impacts customer experience and revenue.

Customers will develop a negative association with your company when an issue can't be settled on the first visit, whether it's due to problem complexity, technician ability, or parts availability. A repeat service call not only eats into your short-term profit — more travel time and expense, longer time spent onsite, fewer jobs completed per day — but also decreases your long-term gain. Unhappy customers do not turn into brand loyalists.

DID YOU KNOW that with augmented reality, some issues can be fixed remotely without ever having to go to a customer's home? Talk about major time and resource savings!

Top-quality field service management software can help eliminate lost time and money on repeat home visits and significantly increase customer satisfaction. On top of happy customers, you gain satisfied workers as well. Prioritizing employee satisfaction enhances morale and improves employee retention, an especially important goal with today's labor challenges.

What if you could assess and diagnose a problem offsite? With AI and analytics that come with a

modern FSM solution, you can. Not only will you save time by identifying a resolution before ever dispatching a technician, but you can also feel confident sending the most qualified person for the job with the necessary parts, increasing the chance of a first-time fix.

Once onsite, employed field service workers and contractors can access service records and real-time equipment data through a mobile app that accompanies FSM software. This information informs their decision-making and guides their troubleshooting on location, again, improving your first-time fix rate.

Repeat visits decrease profits, exhaust field service workers, and frustrate customers. Field service management software can increase your first-time fix rate by up to 40%.

15-40%
Effectively and efficiently managing dispatch jobs to contracted network can improve first-time fix rates by 15-40%.

Improving the Customer Experience

Customers want clear communication at every stage of the service experience. Effective communication impacts customer satisfaction, which leads to client retention and increased bottom line.

Field service management software enhances your ability to effectively communicate with your customers. Modern FSM tools include a customer portal with tech-to-consumer communication via text or email. Customers want more control over scheduling appointments; with self-service features, they can set up, change, or cancel an appointment right from a phone app. They also want to be kept up-to-date with the ability to track where their assigned field service worker is in real-time or communicate with their technician directly. The mobile app takes care of that, too.

You can significantly reduce the number of calls to your call center when information is readily available and the portal is easy to navigate. Fewer calls equals big cost savings.

Ultimately, effective communication with your customers increases their satisfaction, one of the biggest indicators of a successful company. According to an NTT report, 81% of organizations agree that a positive customer experience offers a competitive advantage, and Bain & Company found that when businesses prioritize the customer service experience, they can grow revenues between 4-8% above their market. Satisfied customers become repeat customers who recommend your services to friends and family, increasing new customers. And that all translates into more revenue.

15-20%

Managing the service delivery experience for customers can increase customer satisfaction scores by 15-20%.





Tracking Performance and Productivity

Innovative companies rely on data-backed decisions to improve performance and productivity, and maximize revenue. But combing through multiple reports from various sources becomes cumbersome, and you may be missing key metrics.

The best field service management platforms include robust reporting, offering a clear and complete look at business operations and analytics. Configurable dashboards and unified reporting give you access to both real-time and historical data. Equipped with this business intelligence, your forecasting and planning is more accurate, and leaders can confidently make decisions that will move you toward your business goals.

Effective FSOs continuously monitor the efficiency and effectiveness of workflows and worker performance metrics. FSM software offers insight into your workforce by tracking first-time fix rates, technician productivity, operating margins, and trend analysis. With automation from FSM tools, managers don't have to spend time sifting through the data but can customize reports in minutes.

With improved operations and increased visibility across departments, organizations can improve productivity and first-time fix rates, which drives revenue.

Result of tracking performance data:

25% Increase technician effectiveness by 25%

30% Increase jobs completed on the same day by 30%

20% Decrease time on site by 20%

50% Increase claims processing efficiency by 50%

Overcoming Technician Shortage and Rising Service Costs

Field service organizations are facing compounding challenges. As the older generation of workers approaches retirement age, fewer workers are entering the workforce to replace them. This creates not only a labor shortage but also a skills gap, as new workers cannot easily or quickly replace decades' worth of experience. Add in rising service costs — up 7% in 2022* — and parts shortages, and field service leaders are trying to do more with less.

Field service management tools offer you ways to mitigate these obstacles.

With real-time schedule optimization, AI, and augmented reality, field service workers can work more efficiently and productively. They can complete more jobs per day with schedule optimization and increase their first-time fix rates with guided troubleshooting. Optimizing your current workforce saves you time and money while allowing you to get more done with your existing employees.

Some organizations are looking to incorporate contractors to access skills that may be lacking in their current workforce or augment their crews for less cost than hiring additional full-time employees. The best FSM software can handle managing an extended, blended workforce to meet customer demand without sacrificing service quality.

Modern FSM tools help you effectively manage an employed or blended workforce, both increasing productivity and maximizing revenue.

Result of FSM automation:



19

Required 19 fewer full-time employees per year



98%

increase in claims handling without an increase in headcount



\$1.8M

Reduced labor costs by \$1.8 million per year with \$1 million year over year savings with schedule optimization

*"Field Service Management (FSM) Market" Insights 2022



Meeting Sustainability Goals

Today's consumers want to buy from not only reliable, effective businesses but also socially responsible, sustainable ones. In fact, Dr. Andreas von der Gathen, co-CEO of Simon-Kucher, reports 50% of consumers rank sustainability as a top 5 value driver*, which means it is an important purchase criteria and is a key differentiator in the overall value proposition. And Forbes reports 88% of consumers will be more loyal to a company that supports social or environmental issues.

Businesses that do not transform to be sustainable will likely become irrelevant in a world that demands sustainable products and services. Deploying field service management tools can help organizations meet their sustainability goals.

“As you [examine] emission reduction, waste generation, energy usage, then you can start making wise decisions based on a holistic picture of your business and revenue cost goals, but also sustainability goals.”

-Durgesh Patel, West Monroe

With solutions such as real-time AI-based schedule optimization and blended workforce management, you'll use thousands fewer gallons of gasoline by driving thousands fewer miles each year. These measures lower your company's carbon emissions and

reduce your carbon footprint. They also translate into significant cost savings — less money on resources plus saved payroll for salary paid for driving time — and increased revenue.

Sustainability is clearly good for the planet. Sustainability is also good for business. And FSM software is a critical piece in helping you achieve your organization's sustainability goals.

89%

of companies with a strong environmental record outperform the market

60%

Reducing material waste through zero and low-waste policies can help to improve operating profits by as much as 60%

*as reported in [businesswire.com](https://www.businesswire.com)

FSM Improves Profitability

Improved profitability is ultimately what every boss wants to hear, and the right field service management solution for your business reduces costs and increases revenue.

How does it do that? By addressing challenges that are both common to the field service industry as well as those pain points that are unique to your organization. Modern FSM software, like ServicePower, is configurable.

Our FSM suite allows you to optimize schedules, enhance worker productivity, empower technicians, improve first-time fix rates, ensure effective communication with customers, track performance and productivity metrics, mitigate rising service costs amid a technician shortage, and help meet sustainability goals.

Named a Visionary by Gartner six times, ServicePower adds improved functionality across departments that will provide value from day one: a strong consumer portal for self-service and tech-consumer communication; real-time AI-based schedule optimization; advanced field service worker enablement; and streamlined management of both employed and contracted workforces.



As a global leader in field service management, our solutions are designed and built with a focus on providing your customers with an exceptional experience, while delivering operational efficiencies and digital transformation capabilities. Our secure and flexible solutions provide organizations with the ability to optimally manage their workforces, while increase revenue, improving the customer experience, and reducing costs.

“With ServicePower, we have the best providers available when our customers need them, and continually drive improvement in our network through AI-based logic and real-time scheduling and warranty processing.”

- Field Service Operations and Strategy, LG Electronics USA

Contact us today:

servicepower.com



Our customers stay with us for the long haul – 12 years on average –
56% higher than the industry average.

