

# Modern Field Service Management Technology:

The Overlooked Ingredient for  
Successful Business Transformation





# Introduction:

Business transformation is no longer just a buzzword but a necessary strategy to stay competitive, agile, and a leader in your industry. What is business transformation exactly? Business transformation is designed to boost overall performance through increased revenue, lower operating costs, and better customer satisfaction and workforce productivity, as defined by McKinsey & Company.

Meanwhile, businesses face challenges including rising costs, economic fluctuations, an aging and retiring workforce along with other labor challenges, outdated manual processes, and the need to transform their business to stay competitive. Today's customers and employees demand digital technologies as they have become accustomed to the immediacy, convenience, and efficiencies of various applications and platforms. Businesses who want to meet their customers – and employees – at these critical touchpoints are transforming their business to tap into a myriad of benefits.

Business transformation involves or impacts many parts of the organization so it's not surprising that some

businesses are hiring dedicated C-level executives to oversee it. Forward-thinking organizations look to field service and field service management (FSM) as an integral part of their business transformation.

Whether your business is still on the fence, or you don't know how to proceed, this guide provides insights and benefits of deploying innovative field service management technology as part of your business transformation.

The following are five strategic benefits of deploying cutting-edge field service management (FSM) technology to help as an essential part of your successful business transformation.

# 1 Increase Revenue

As the old but true adage goes, “you have to spend money to make money.” Investing in the right field service management technology can position you to grow your business and increase revenue. Efficiency in field service management is critical to help businesses streamline processes, increase revenue, and remain competitive.

When you transform your business through FSM technologies, such as real-time AI-based schedule optimization, you ensure that the best technicians, with the right parts and information, are always dispatched for the job at the customer’s preferred time. Combined with real-time route optimization to help determine the most cost-effective route for field technicians, innovative AI-based schedule optimization software helps reduce travel time, improve first-time rates and increase productivity. Overall, schedule optimization leads to increased customer retention. Happier customers are willing to share word-of-mouth recommendations about the business – and all that leads to increased

revenue. Furthermore, schedule optimization can also help reduce fuel costs and CO2 emissions, which helps sustainability initiatives.

Despite recessionary economic fluctuations, the global field service management market is predicted to [reach \\$7.9 billion by 2027](#). When heading into an economic downturn, the typical reaction is to curtail capital investments. However, according to [Deloitte analysis](#), some industrial manufacturers invested more during the years leading to a recession. As a result, these manufacturers “observed much higher revenue growth in the recovery following a manufacturing downturn.”



**Companies that have higher digital maturity reported 45% revenue growth compared to 15% for lower maturity companies.<sup>1</sup>**

1. Deloitte

## 2

## Lower Operating Costs

Manual paperwork, manual dispatch of field technicians, manual reporting, and manual labor are all time-consuming, error-prone, labor intensive, and expensive. Transforming your business with innovative FSM technology can obviate the need for legacy approaches while also lowering operating costs.

Field service organizations use data-driven insights to visualize company value, boost operational effectiveness, and lower costs. Data-driven field service management software makes it easier to access strategic and useful data insights such as inefficiencies, regional or team performance, skill gaps, etc. With the use of these insights, businesses can uncover cost savings as well as identify areas for growth.

Field service automation is a beneficial process that results from using innovative field service management software. With automation in place, you can put these legacy approaches in the past. With an intelligent FSM solution, manual and repetitive tasks are automated and optimized. Advantages of service automation include increased productivity, improved customer service, reduction of errors, and lowered costs. This streamlines the field service workflow, improves efficiency, and elevates other key service metrics.

# \$20M

**Companies have saved \$20 million in annual costs by adopting field service automation.<sup>2</sup>**

### Who's involved in a transformation?

The Chief Transformation Officer, a C-suite role that is becoming more prominent in many sectors, is the high-level orchestrator of the transformation process. The Chief Transformation Officer may oversee hundreds of initiatives, but responsibility for making day-to-day decisions and implementing those initiatives lies with line leaders, transformation managers, and others.



2. <https://www.servicepower.com/blog/digital-transformation-in-field-service>

## 3

## Improve the customer experience

The age of empowering the customer is here.

With the prevalence of mobile technology and apps, today's customers demand business interactions that are easy to use, exploit self-service, and provide real-time updates. Whether it's ordering food to be delivered, car service, or scheduling a home service repair, customers are using their mobile devices to quickly connect with businesses. Your customers are innovative too, so it's important your FSM meets them at this critical juncture.

Transformative field service organizations capitalize on this mindset by increasing and investing in customer-centric strategies that include customer self-service portals, improving first-time- rates, locking in long-term customers, and building a positive brand experience.

Self-service customer portals, in addition to dramatically improving customer satisfaction, are an ideal way to reduce costs and customer churn. Customers are empowered to schedule, reschedule, and cancel their own appointments, find answers, check the status of scheduled field technicians, and more. Self-service portals also reduce calls to the call center, which helps lower operating costs.



# 25-95%

Overall, customer satisfaction and customer retention help drive field service business profitability; in fact, **a 5% increase in customer retention can potentially increase company revenue by 25-95%**, according to HubSpot Research.

## 4

# Improve workforce productivity

A modern FSM platform enables your teams to be more efficient and productive by centralizing, automating, and streamlining company processes. As a result, you can provide a reliable service, exactly what consumers expect.

Artificial Intelligence (AI) can be used to streamline workflows and processes and dispatch the best field technician at the best time, with the necessary parts, and more. Optimally scheduling in-house technicians to triage and fix customer problems (without traveling) can dramatically cut down dispatch appointments, improve productivity, and increase customer satisfaction. Augmented Reality (AR), not to be confused with AI or VR (virtual reality), is an interactive experience that enhances a real-world environment by superimposing computer-generated 3D elements into existing environments in real-time. All or many of these strategies that help productivity (innovative tools, less-time wasted driving, insights on customer history, real-time parts inventory, etc.) can also improve employee satisfaction.

At the same time, field service management software benefits your organization on the back- end. Modern FSM solutions optimize resources, time, and workforce utilization. Businesses can identify the right field service worker for the job and enhance scheduling and dispatch orders. These proactive steps produce high first-time fix rates, leading to improved customer and field service worker experiences.

## 50%+

By 2025, over 50% of field service management deployments will include mobile AR collaboration and knowledge-sharing tools, compared to less than 10% in 2019.<sup>3</sup>



3. <https://dsnews.com/daily-dose/03-14-2022/field-services-trends-year>



## 5

# Fight the Talent Shortage

Over 70% of field service organizations say they are experiencing a skills shortage gap. Many companies face a plethora of changing and evolving field service workforce-related challenges which include an aging and retiring workforce, increasing demand for skilled labor, and fewer people entering the field service industry.

To remove the need for focusing solely on recruiting full-time in-house field technicians, many companies are deploying a “blended” workforce that includes both employees and contractors. Digitally transforming the business can help you tap into this blended workforce. You’ll have increased visibility on your blended workforce, improved control, and easier ramp-up of new workers. Deploying the right field service management software that accommodates a blended workforce promotes greater agility and management.

At the end of the day, customers don’t care if it is a full-time employee or a contractor on the service call as long the job is completed, and they receive great customer experiences.

## 77%

**of field service organizations are using freelancer or contractors to handle field technician shortage.<sup>4</sup>**

4. Blumberg Advisory Group and Field Service Insights



## 6 Improve Sustainability Initiatives

The United States and European Union plan to cut emissions by at least 55% by 2023, according to research<sup>5</sup> Not surprisingly many organizations have increased initiatives to promote sustainability; for example, 40% of field service organizations cite sustainability as a top priority.<sup>6</sup> Furthermore, consumers want to be environmentally responsible and are seeking out businesses that are aligned with their viewpoint on sustainability.

Implementing the right field service management technology – as part of your business transformation – can help organizations in their sustainability efforts.

Transforming your business with innovative FSM technology can help you optimize routes, cut down emissions and gas usage (fewer miles driven), schedules, and inventory management. Meanwhile, going digital means curtailing paper-based processes and can save a few trees in the process.

With numerous technicians driving trucks in the field, redundancies in service appointments, and inefficient inventory management, field service organizations have historically racked up large carbon footprints. FMS software can help you find the right technician (and potentially the closest technician) for the service job. As mentioned, emerging technologies like AI and AR can help technicians remotely monitor appliances and identify when there is a need for repair or maintenance.

# 63%

**of Environmental, Social and Corporate Governance (ESG) propositions yielded returns for companies.<sup>7</sup>**

5. Source: Future Enterprise Resiliency & Spending Survey – Wave 1, IDC, February, 2022

6. IDC research

7. McKinsey



# Conclusion:

Digital business transformation doesn't happen overnight but it's important to get started. Transforming your business can be done in small steps, with improvements that can help your business tap immediately into some of the benefits covered in this report. Rome wasn't built in a day, so you can approach your business transformation as an ongoing work in progress.

It's essential you approach business transformation strategically and team up with the right technology partner for success. Businesses who transform their FSM are proactive, innovative, and may be in fact positioning themselves for future growth.

ServicePower's integrated field service management software is at the cutting edge of the field service industry, leveraging advanced technological capabilities. This competitive edge will help companies stay resilient, agile, and competitive today and in the future.

## ServicePower's modern field service management technology delivers:

27%

improvement in  
Net Promoter  
Scores

20%

increase in  
revenue, even in  
an inflationary  
environment

40%

improvement  
in first-time  
fix rates

15%

improvement  
in operational  
efficiencies

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 increasing 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

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

