

## Technological maturity pays off for field service organizations

Research ties field service management solutions, GenAI and predictive services to better outcomes at a lower cost

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Field service organizations are under pressure. Our recent survey of field service leaders found that the cost to serve is rising, while operational inefficiency and a shortage of skilled workers make it difficult to meet rising customer expectations.

In response, many companies are turning to field service management platform modernization, Generative AI (GenAI), advanced data analytics and the Internet of Things (IoT) to improve productivity and cut costs. In fact, the use of advanced technology is emerging as 2025's top competitive differentiator, named by 55% of industry leaders in our recent survey.

But progress to maturity has been uneven. Organizations at the forefront are building a more sophisticated technology stack, optimizing scheduling and self-service, using GenAI to improve technician productivity, and moving from reactive fixes to preventive maintenance. And they're seeing strong results, in the form of increasing profitability, customer satisfaction and revenue.

Here's how these dynamics are playing out in the field.

### As field service organizations target key goals ...

#### TOP 2025 PRIORITIES:

##### 1 Field service technician productivity

##### 2 Technician employee experience

##### 3 Customer satisfaction

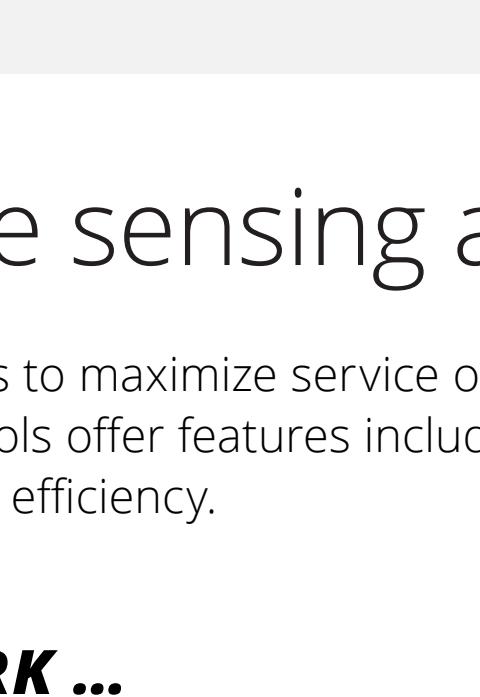
#### MANY STRUGGLE DUE TO:

41% Supply chain problems

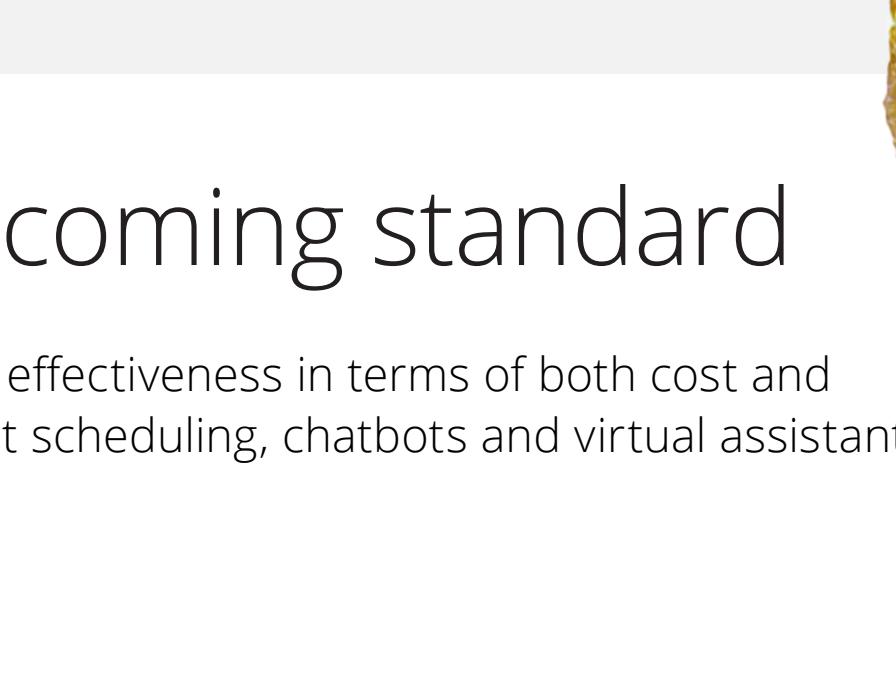
40% Technical skills gaps

45% Rising customer expectations

#### WHILE OPERATIONAL ISSUES THREATEN PRODUCTIVITY AND SERVICE LEVEL AGREEMENT (SLA) COMPLIANCE



3 of 6 preliminary site visit steps completed, on average



59% do not confirm predicted parts are on their trucks

### What are winning organizations doing right?

Some field service organizations are rising to the challenge—and achieving 80% of their field service strategy goals. These "high maturity" organizations account for 23% of all respondents. Here's what sets them apart.

#### HIGH MATURITY FIELD SERVICE ORGANIZATIONS ARE RUN LIKE A BUSINESS ...

Compared with low maturity organizations, high maturity organizations are:

**8.5X**

as likely to operate as a profit center

**6X**

as likely to emphasize revenue generation

#### WITH OUTSTANDING TECHNICAL TEAMS ...

**1.3X**

as likely to rate technician skills as advanced or expert

**6X**

as likely to have extremely well-prepared techs

#### WHO ARE EMPOWERED FOR SUCCESS ...

**3.7X**

as likely to provide an excellent employee experience

**3.75X**

as likely to have an excellent field service tech stack

#### THE POTENTIAL RESULT: BETTER OUTCOMES FOR CUSTOMERS AND THE BUSINESS

● High maturity ● Low maturity

**73%**

First-time fix rate (FTFR)

**64%**

as likely to provide self-service

**15.2%**

Profitability of field service operations

**12.4%**

as likely to have an excellent field service tech stack

**18.1%**

2024 revenue growth (overall)

**12.9%**

as likely to provide self-service

**+10.8%**

2024 revenue vs. goals (overall)

**-0.1%**

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