

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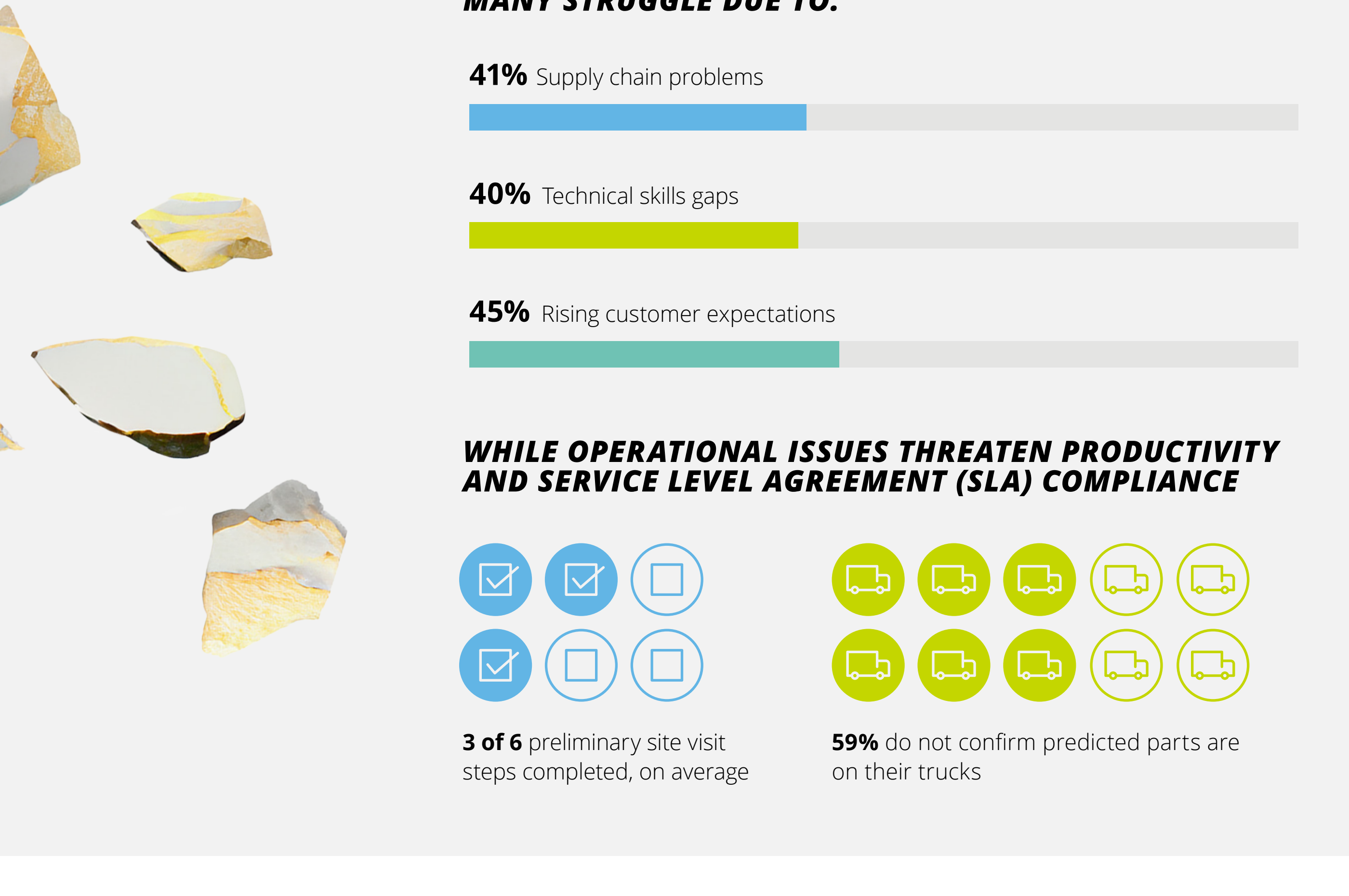
Field service organizations are under pressure. Our recent survey of field service leaders found that the cost to serve is rising, while operational inefficiency and a shortage of skilled workers make it difficult to meet rising customer expectations.

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 ...

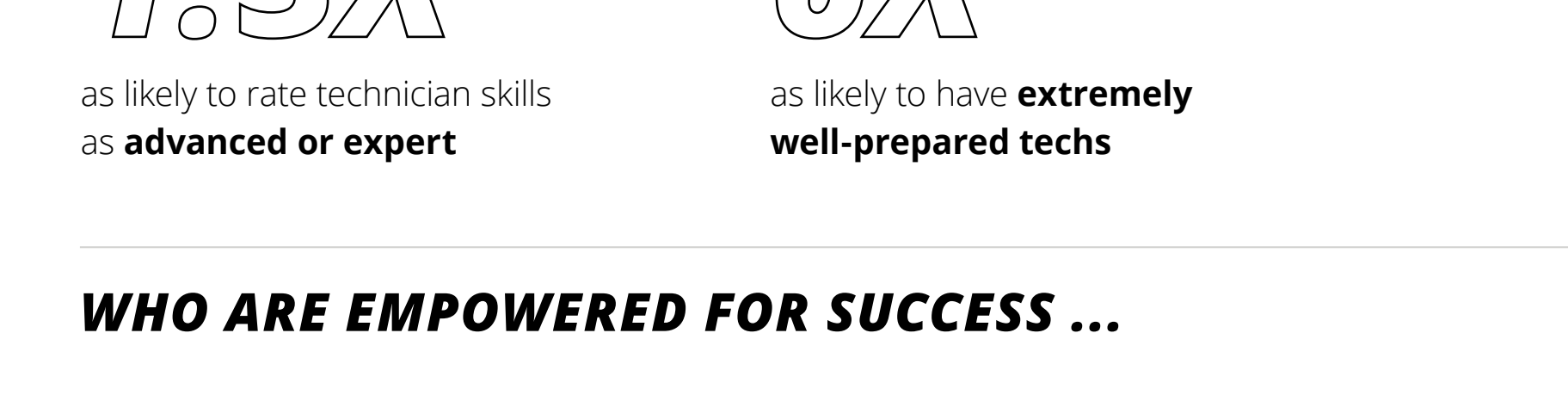


## What are winning organizations doing right?

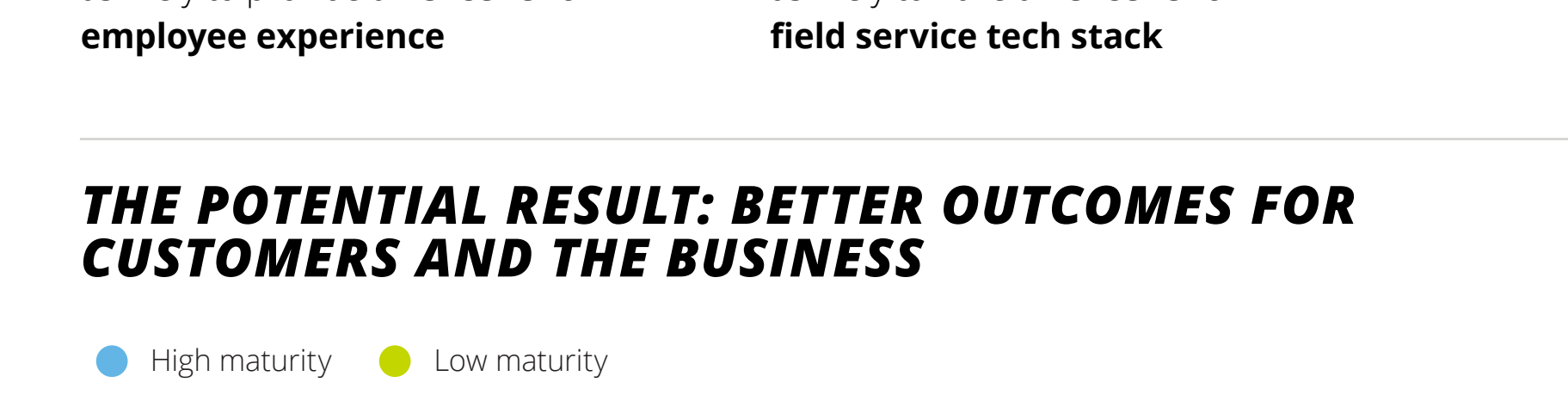
Some field service organizations are rising to the challenge—and achieving **80% of their field service strategy goals**. These “high maturity” organizations account for 23% of all respondents. Here's what sets them apart.

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

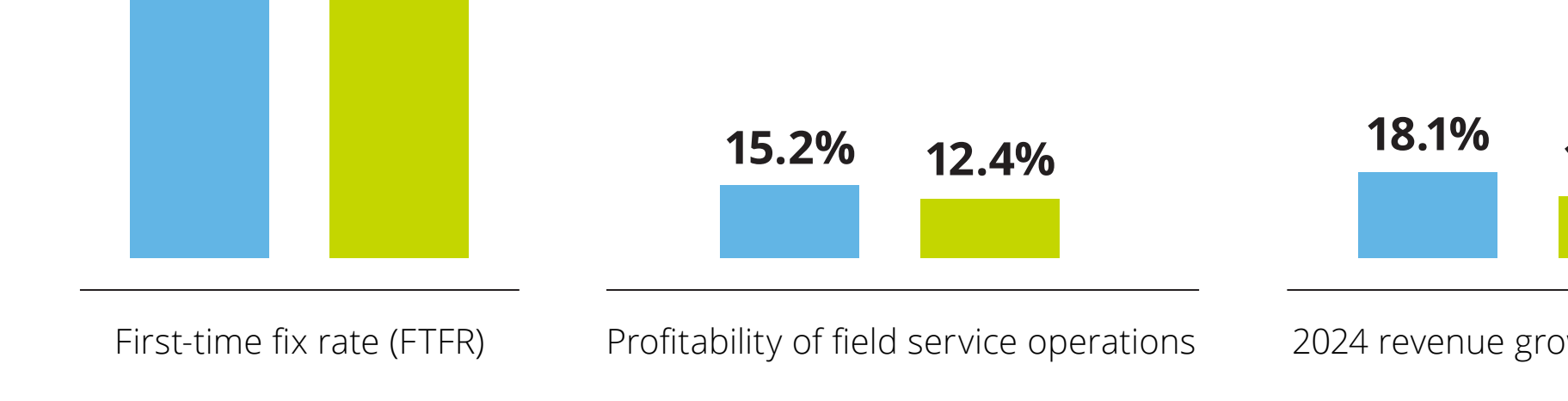
Compared with low maturity organizations, high maturity organizations are:



### WITH OUTSTANDING TECHNICAL TEAMS ...



### WHO ARE EMPOWERED FOR SUCCESS ...



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



## Field service technology is advancing—fast

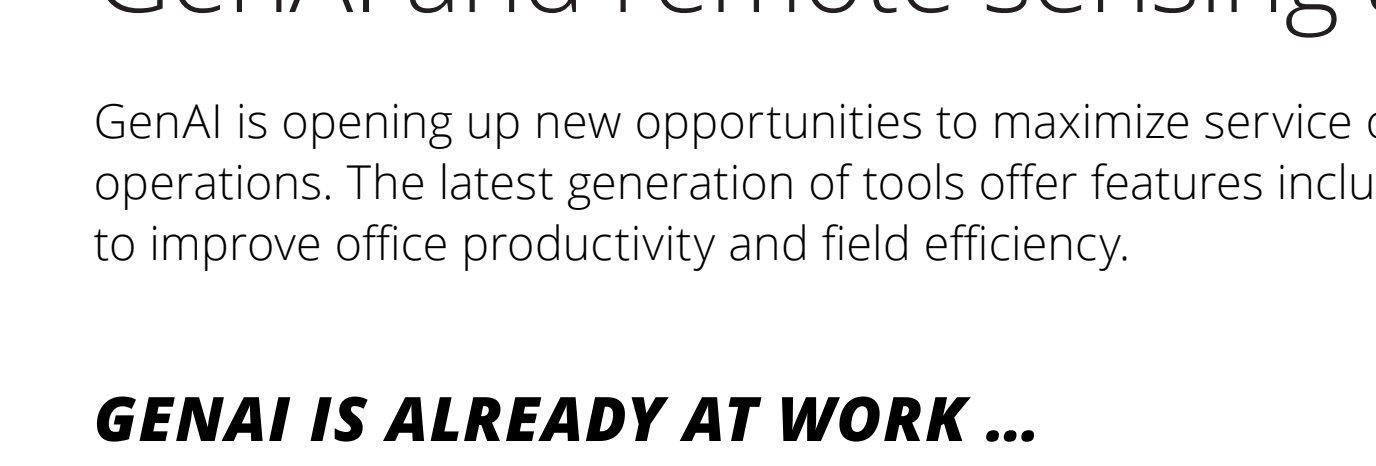
Field service organizations are making major strides to escape legacy constraints and transform operations.

### FSM SOFTWARE DRIVES VALUE WITH VISIBILITY

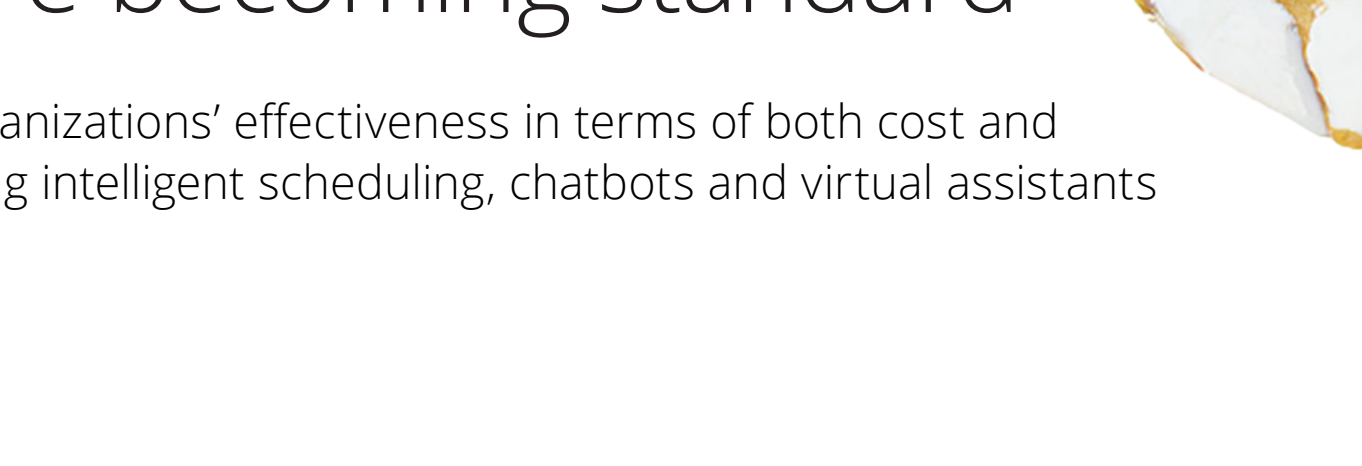
Traditionally, a lack of operational visibility has left field service organizations struggling with delays, scheduling inaccuracies and inefficient resource allocation. This has driven costs up while frustrating both customers and employees. Meanwhile, key performance indicators (KPIs) remain difficult to measure and track, making progress more challenging.

FSM software can solve visibility challenges by providing business leaders with a clear understanding of operational performance against strategic KPIs. Rapid insights into operational trends and metrics help maximize efficiency while guiding evolution. Improved scheduling, better personnel management and more integrated systems help reduce overall cost-to-serve.

### FSM ADOPTION IS SURGING ...



### AND DELIVERING VALUE ...



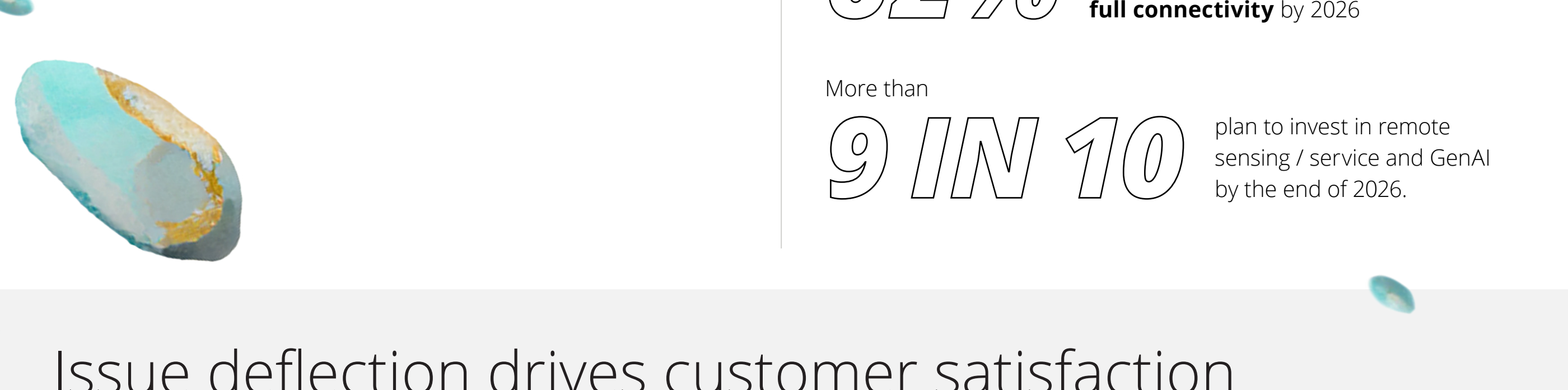
## GenAI and remote sensing are becoming standard

GenAI is opening up new opportunities to maximize service organizations' effectiveness in terms of both cost and operations. The latest generation of tools offer features including intelligent scheduling, chatbots and virtual assistants to improve office productivity and field efficiency.

### GENAI IS ALREADY AT WORK ...

GenAI plays a valuable role in accelerating service. When an issue is detected in a customer device, GenAI can create resolution processes for both customer self-service and remote assistance, including guided experiences for field crews and remote expert support.

Following resolution, GenAI can perform all logistical and administrative work and close the case, including updating work order information and transferring it to knowledge systems.



### AND SO IS REMOTE SENSING ...

Field data captured by remote sensors now powers use cases including predictive analytics and maintenance, remote diagnostics, asset tracking, and data analytics. IoT monitoring capabilities are already widely deployed, and many organizations aim for universal deployment in the near future.

### WITH NEAR-UNIVERSAL ADOPTION ON THE HORIZON



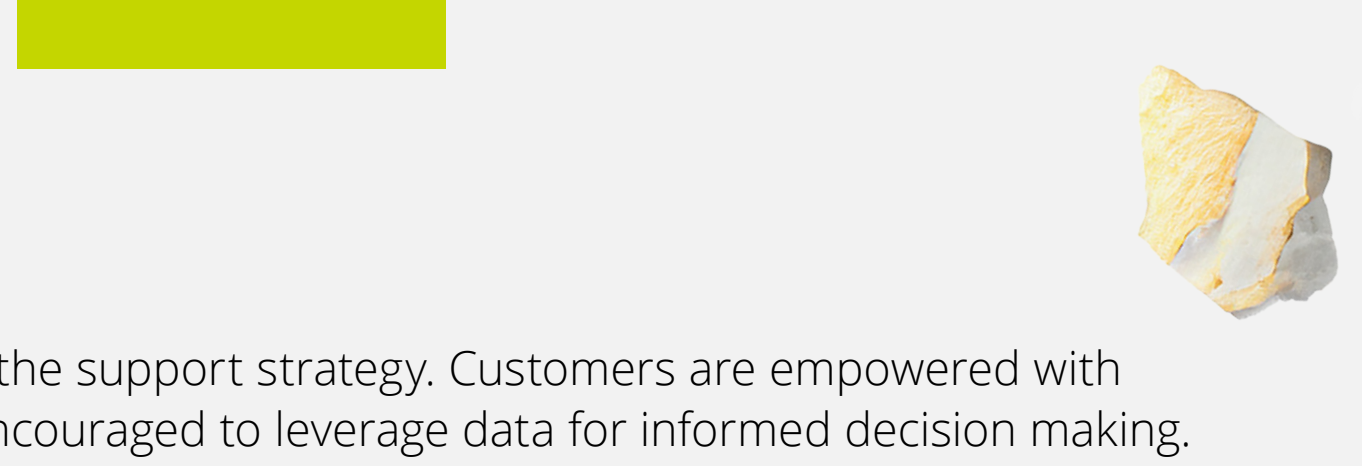
## Issue deflection drives customer satisfaction

The best time to address a problem is before it happens. The most advanced service organizations can predict service needs based on historical performance across a broad spectrum of customers, then work proactively to prevent issues from arising.

### ORGANIZATIONS ARE EVOLVING TO PLANNED, PROACTIVE AND PREVENTIVE SERVICE



New self-service technologies let customers do the same—accessing data and insights, using them to understand their own service history and performance, anticipating issues and addressing emerging needs.



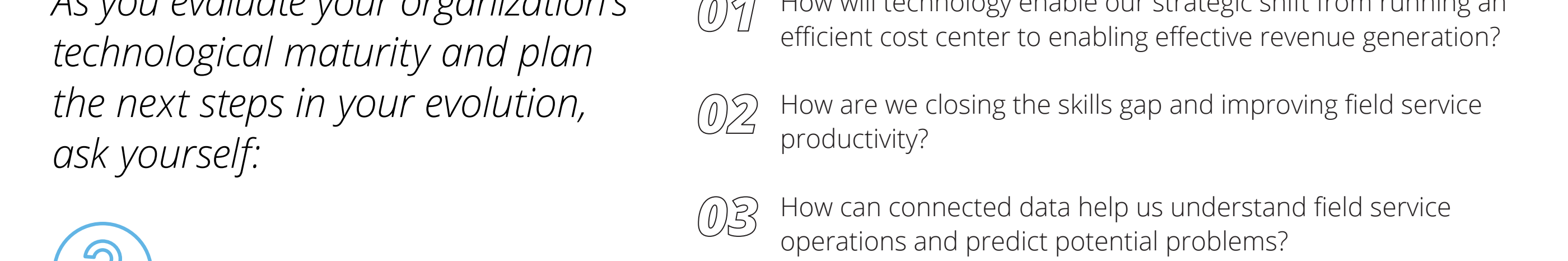
### BUT DETAILS MATTER

In its most effective form, self-service is deeply ingrained within the support strategy. Customers are empowered with data and insights to proactively address their own needs, and encouraged to leverage data for informed decision making.

Only 31% of companies that offer self-service deliver these optimized capabilities.

### MATURE ORGANIZATIONS LEAD THE WAY

Compared with low maturity organizations, high maturity organizations are:



## Claiming the future of field service

Technologies such as GenAI, IoT and analytics—and the predictive and optimized operations they enable—are transforming field service. Organizations that have embraced them are already seeing the impact on profitability, growth, efficiency and customer satisfaction.

- As you evaluate your organization's technological maturity and plan the next steps in your evolution, ask yourself:

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- 01

How will technology enable our strategic shift from running an efficient cost center to enabling effective revenue generation?
- 02

How are we closing the skills gap and improving field service productivity?
- 03

How can connected data help us understand field service operations and predict potential problems?
- 04

How will we meet customer expectations for faster, more personalized service?
- 05

Where will GenAI fit into our field service operations?
- 06

Are we prepared to move from reactive to predictive and preventive service?
- 07

How will we begin our transformation?

### METHODOLOGY

Statistics cited in this report are based on a 15-minute online survey conducted from June 10–August 19, 2025, using iMAD's B2B panel. The survey was designed and analyzed by Lawless Research; respondents did not know that Deloitte Digital was the sponsor.

The 900 survey respondents met the following criteria:

- Full-time employee of an organization with 1,000 or more employees and \$500 million or more in annual revenue
- Organization services assets and/or internally developed software with a field service operations team of 50 or more
- Director role and above, with full or partial responsibility for field service operations strategy and/or field service revenue strategy
- In one of the following departments: depot service, field service operations or IT
- With minimum industry quotas for Automotive, ER&I and Technology (software, hardware)

### GET IN TOUCH

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