

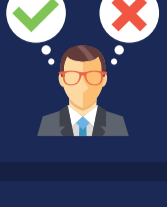
The State of Digitization in Field Service Industry - 2021



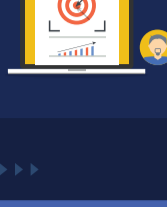
The reach of digitization in field service operations



Digital technologies made the field service industry a **\$2 billion** market



Field service software adoption led to **40%** increase in growth and productivity



Best-in-class field service systems improve first-time fix rates by **87%**



81% of decision makers say they are accelerating digital initiatives

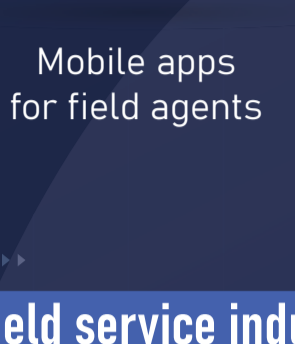


87% of service professionals say customers have increased their use of digital channels during the pandemic

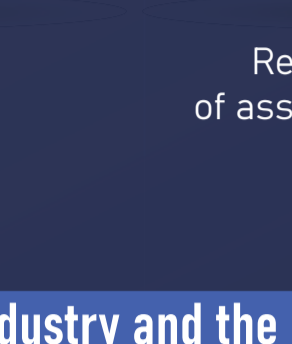
Major applications of digitization in field service today

Scheduling technicians for jobs

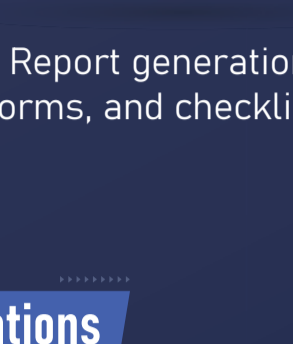
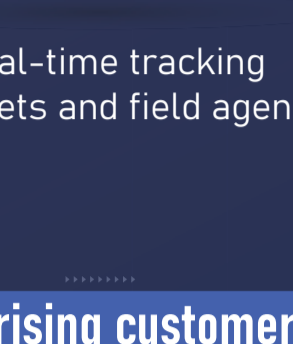
Automated work orders and invoicing



Mobile apps for field agents



Real-time tracking of assets and field agents



Report generation, forms, and checklists

Field service industry and the rising customer expectations

What customers demand:

On-demand services



Real-time visibility into service delivery



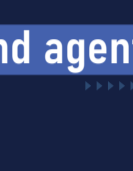
Faster response



Proactive services



Personalized engagement



Holistic outcomes

How digitization transforms field service management and delivery

1. Connected field service, connected assets and agents



IoT



Cloud



Mobile



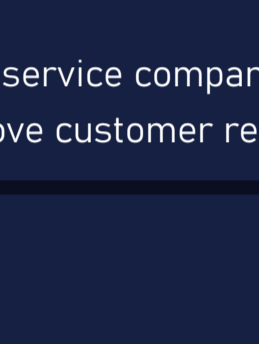
Real-time data



Predict failures or errors



Notify service providers



Proactive maintenance



71% of service companies believe IoT to improve customer retention

2. Mobile field service apps



Integrated mobile apps increase field agent's productivity



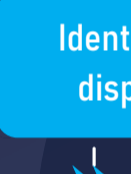
Informs field agents about customer preferences and history



Enables optimized scheduling



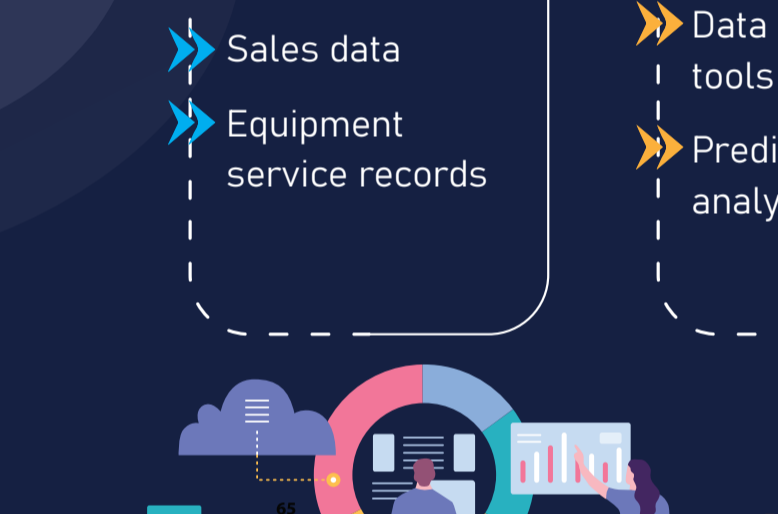
Delivers fast and accurate invoicing



Facilitates instant responses to queries



Seamless collaboration among agents, supervisors and customers



80% of field agents say that mobile field service apps increase their efficiency

3. Data driven decision-making

Identify and aggregate disparate data from

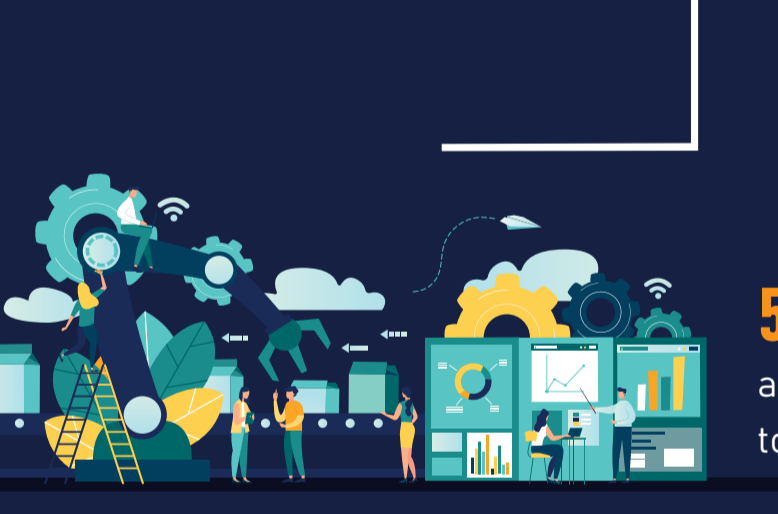
- Field agents' devices
- Logistics software
- CRM suite
- Sales data
- Equipment service records

Reconcile and analyze data sets using

- Cloud-based analytic tools
- Knowledge discovery tools
- Data virtualization tools
- Predictive analytics tools

Apply the data insights to

- Improve operations
- Make better decisions
- Understand customer behavior
- Forecast demands
- Enhance customer experience

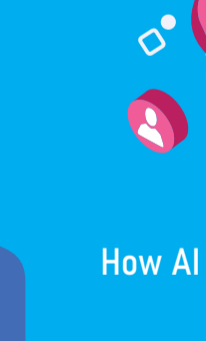


18% increase in service profits gained by field service providers using data analytics

4. Automation

How automation helps?

- Eliminates recurring tasks
- Simplifies tedious work orders
- Saves time
- Eliminates human errors
- Reduces operating costs



Key areas of automation in field service

- Appointment scheduling and work order generation
- Real-time alerts
- Centralizing documentation
- Generating accurate timesheets and invoices
- Eliminating paper trails
- Routine communications and updates
- Remote access of custom inspection forms



50% of field service organizations identify automation as the greatest contributor to revenue growth

5. Artificial Intelligence

AI applications in field service

- Robotic process automation (RPA) tooling
- Intelligent dispatch and routing
- Chatbots and virtual personal assistants for customer support

How AI adoptions helps

- Reduce costs
- Enable intelligent automation such as scheduling
- Better use of manpower to facilitate personalized touchpoints



85% of customer relationships will be through AI-powered services in the coming years

6. Train field agents

70% of service enterprises have an ageing workforce that will mass-retire in next 5-10 years

Skills demanded by the transforming industry

- Competency in digital technologies
- Ability to diagnose and solve issues in double quick time
- Customer service skills to respond to any customer queries immediately

Hiring practices to be implemented

- Raise the bar in terms of workforce skills and competencies
- Adopt uberization: hire skills on demand, for workforce flexibility

7. Adopt servitization model

Deliver connected, differentiated services in "as-a-service" mode

Servitized businesses increase customer retention

In next five years, one in three product business will transform into service business

68% of manufacturers have increased service team budgets since 2014

Two out of every three service manufacturing teams believe that servitization enables proactive service delivery

References:

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