



3 WAYS TO AUTOMATE AND OPTIMIZE FIELD SERVICE MANAGEMENT

Enable visibility and AI-driven technology from the first customer interaction through resolution



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Obstacles to delivering five-star field services

When field service technicians are late, ill-prepared, or unable to fix a problem the first time, customers are frustrated with your organization and their loyalty wanes quickly. While every company wants to consistently provide five-star service, most companies are hindered by:

- Staffing and skills shortages, due to workforce transitions and an experience gap for newer technicians
- Disconnected systems, teams and processes, due to siloed data and inadequate technology
- Work planning and scheduling issues due to a lack of effective digital tools

Organizations try to address these challenges by adding more headcount and systems, but these approaches just lead to greater complexity and expense. What's needed is a comprehensive solution that automatically brings your people, processes, and systems together so you can consistently satisfy customers and reduce costs.

Today's field service management (FSM) landscape

- **68%** of service leaders say the right fix the first time is a top priority.¹
- **20%** of overall service costs arise from instances where no fault is found.²
- **73%** of technicians say they spend too much time on paperwork.³
- **76%** of field service organizations struggle to achieve revenue growth.⁴

¹Service Council, [How Will Your Service Organization Stack Up Against the Best-In-Class in 2024?](#), 2023

²Service Council, [Voice of the field service engineer](#), 2021

³ ibid

⁴ ibid



Achieve efficiency without tradeoffs

With ServiceNow, you can seamlessly connect people, processes, and systems on a unified platform for a single system of action, built on one data model and architecture. For field service management (FSM), it enables AI-driven automation, optimization, and visibility throughout the customer experience, from the first interaction through resolution.

Your organization can overcome the workforce skills gap, unify field service infrastructure, and simplify management of technician visits. This results in faster resolution of customer issues, greater staff productivity, fewer truck rolls, a higher first-time fix rate and continuous improvement.

Forrester Consulting conducted a Total Economic Impact™ (TEI) study of ServiceNow FSM. Overall, the analysis found \$14.75 million in benefits and savings for an organization over three years using ServiceNow FSM—versus costs of \$3 million without it. Some of the outcomes include:

16%

improvement in field service efficiency

\$7.1M

cost savings from field service deflection

\$507K

in expenses avoided from the legacy service stack

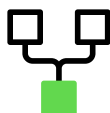
Source: [Forrester, The Total Economic Impact™ Of ServiceNow Field Service Management, 2023](#)

In this guide, you'll learn three approaches to help your organization to consistently satisfy customers while reducing costs.



1. Empower service technicians

Use AI to equip technicians with job information, parts recommendations and customer communication.



2. Streamline operations processes

Automate workflows, increase transparency of field activities, and easily identify operational bottlenecks with AI.



3. Optimize your logistics

Automate planning, scheduling, and dispatching for better resource allocation, fewer truck rolls, and optimized routes.



APPROACH #1

Empower service technicians with AI and automation

Field service leaders know the enormous value of a skilled and productive service technician. But as experienced workers leave, difficulties ramping up new resources can make it hard to attract and retain qualified talent.

You can bridge this skills gap with the help of ServiceNow FSM. Using artificial intelligence (AI) and automation to supply employees with the proper tools and resources, teams can work more efficiently, accessing knowledge and support on demand. FSM reduces mundane and repetitive tasks and makes work easier for employees—which can also encourage them to stay longer. FSM helps you:

- 1. Train and upskill technicians fast:** Use AI and automation to accelerate knowledge, productivity, and ramp-up speed so you can upskill your existing teams and launch new workers quickly.
- 2. Set your people up for success:** Enable field workers to access complete job information, generative AI assistance, parts recommendations, and customer details on their mobile phones, giving them everything they need for first-time fixes.
- 3. Match the service need to the right technician:** Expertly align work for contractor or employees based on job parameters such as inventory, availability, or skills.

FSM IN ACTION

Xerox embraces innovation to transform service delivery

For customers, the public face of Xerox is its 6,000-strong worldwide team of Field Support Technicians. The company wanted to unify its two field support workforces and take customer service to another level, using leading-edge technologies such as augmented reality (AR) and artificial intelligence (AI), that would speed time to resolution and transform their customers' experience.

[→ Learn More](#)

"Many of the technicians leaving had 30 years of experience, so how could we empower a new employee with 30 days on the job to work at the same level?"

Steven Bandrowczak
Chief Executive Officer, Xerox

594

metric tons reduced in carbon emissions in 12 months

10%

improvement in remote resolution rates when using CareAR

53

minutes of productive time unlocked, per technician per day



APPROACH #2

Streamline operations processes across departments

When operations processes are manual and disjointed within an organization, it creates separate silos of effort that hinder visibility and collaboration. Not only does this lack of cohesion make it difficult to identify process issues and monitor performance, but it ultimately impacts the customer experience.

ServiceNow FSM enables you to automate processes, infuse AI to accelerate resolutions, and create transparency of field activities. By consolidating systems and streamlining processes, you can efficiently allocate resources to provide high-quality service, on-site and remotely. With FSM, you can:

- 1. Automate workflows:** Handle requests faster and boost employee productivity by creating, managing, and tracking project workflows to ensure work is completed in order, on time, and on budget.
- 2. See and solve problems with real-time visibility:** Gain insights to discover operational breakdowns, remove bottlenecks, spot trends, and identify improvement opportunities, so you can resolve issues proactively before customers even become aware of them.
- 3. Maximize asset uptime and manage services:** Reduce downtime by managing installations, inspections, maintenance, and repair more effectively; automate scheduling to ensure contract compliance.

FSM IN ACTION



Radius Telecoms, Inc. achieves a frictionless experience for customers and operations

With just 60 days to launch a new end-to-end fiber optic internet service to a new customer base, Radius Telecoms, Inc. needed a new solution to manage the entire order lifecycle—from sales leads to the provisioning of services. The goal was to enable the company to quickly roll out new services and improve response time to customer requests. Working with ServiceNow FSM, Radius met their aggressive go-live target.

[→ Learn More](#)

"With the help of ServiceNow Field Service Management, our field operations team has been able to save a total of 72 man-hours each day—that's equivalent to nine full-time workers."

Rocky Bacani
Chief Technology Advisor, Radius Telecom

80% faster delivering new installations to customers

72 staff hours saved per day dispatching field services

60 days turnaround time to go live



APPROACH #3

Optimize work planning, scheduling, and dispatching

Relying on manual tools like spreadsheets and email hinders effective field service planning, scheduling, and oversight. It can also lead to frustration, errors, and wasted time for both technicians and customers.

With ServiceNow FSM, you can use AI to automate the planning and scheduling process—eliminating manual efforts and errors as well as increasing staff responsiveness and efficiency. Your field service team can clearly see work in progress and minimize the chances of dispatching multiple trucks or sending technicians out for unneeded repeat visits. With FSM, you can:

- 1. Facilitate management of technician activities:** Give your dispatchers automated scheduling capabilities to easily assign jobs to technicians so they can focus more of their time monitoring SLAs and handling urgent requests.
- 2. Optimize field activity with visibility:** Enable dispatchers with real-time visibility of technician information to efficiently manage work orders as well as assign the ideal technician based on proximity, availability, priority, parts on hand, and required skills.
- 3. Reduce the cost and environmental impact of truck rolls:** Extend remote self-service to your customers to provide instant support and empower them to schedule appointments and find answers and simple fixes for themselves.

FSM IN ACTION

NEC transforms field service experiences

To ensure that its business can reliably deliver high-quality services, NEC New Zealand needed to transform the field service experience for both customers and employees. Previously, the company used six different tools to manage field service requests such as installing software or fixing network issues. With ServiceNow, NEC's field service team can now track task completion, accelerate case resolution, and drive greater transparency and efficiency.

[→ Learn More](#)

"ServiceNow provides an integrated system for our staff to deliver more seamless field service experiences to customers. Automation has...increased first-point-of-contact resolution by 30%."

Sam Bell
Head of Field and Network Services, NEC New Zealand

90% reduction in daily incoming calls for agents

50% decrease in the number of service requests

25% decrease in average call-handling time



Extend automation everywhere

Field Service Management workflows from ServiceNow can move mountains of automation, elevating the employee and customer experience while driving efficiency across the enterprise. But chances are, you also have unique manual workflows and islands of complex technology that won't be covered by our packaged solutions.

Intelligent automation from ServiceNow is made up of key low-code tools and connectors to help you blaze the trails of automation between the mountains and ascend peaks. You will have the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization. You can take advantage of this technology to:

- ✓ Optimize manual or legacy processes to deliver extraordinary customer experiences.
- ✓ Uncover new automation opportunities and gain full visibility into operational health.
- ✓ Connect any system, data, or document to ServiceNow workflows.
- ✓ Expand your pool of AI-enabled developer talent to rapidly build low-code apps.
- ✓ Increase the productivity of your most skilled developers with the power of GenAI.

Turn to ServiceNow to respond faster to changing business needs in Field Service Management. Use a single automation platform that connects people, processes, and systems to both packaged and custom digital workflows.

[→ Learn More](#)

5x more automation is enabled by market leaders vs. their counterparts.

Bain & Company, [A New Dawn for Automation](#)



Expected outcomes from extending automation in the enterprise

20%	increase in revenue and pipeline
15	legacy apps consolidated onto one platform
40%	drop in manual transaction processing
4X	faster delivery of apps

Source: ServiceNow customer results from [case studies](#).

Get even more value from service operations with the help of [a ServiceNow partner](#).



Strengthen field service management while increasing productivity and cost savings

By adopting our three-pronged approach to FSM—empowering your service technicians, streamlining your processes, and optimizing your logistics—you can modernize your field service and delight customers. ServiceNow FSM gives you a path to outstanding, frictionless experiences for both your customers and employees as well as higher productivity and lower costs for your organization.

Now Platform®

Field Service Management (FSM)



Empower your service technicians

Equip and prepare your technicians with comprehensive job information, customer details, and essential parts.



Optimize your logistics

Optimize work planning, scheduling, and dispatching to reduce the time and expense of truck rolls.



Streamline your operations processes

Unify your people, processes, and technology to provide seamless service and boost transparency in your operations.

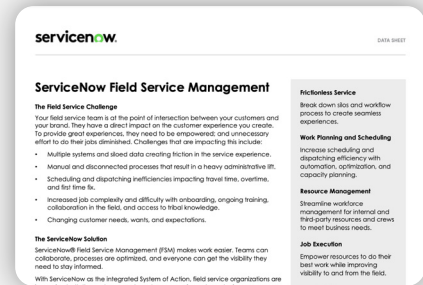
[→ Learn More](#)

For more insight on FSM at ServiceNow, we recommend the following resources:

Field service management challenges and solutions

See how to connect processes, increase scheduling and dispatching efficiency, improve workforce management, empower your field service teams, and enhance service delivery—all with a single platform solution.

[Read Data Sheet](#)



The field service experience

Discover why ServiceNow Field Service Management can be the next big differentiator for your business as it empowers you to deliver outstanding, frictionless experiences to customers and employees.

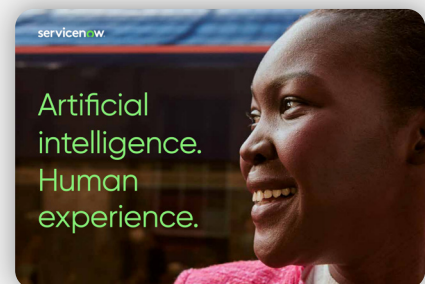
[View Infographic](#)



Strengthen the customer experience with artificial intelligence

Learn five ways successful enterprises are using artificial intelligence (AI) to boost the customer experience with optimized service, communication, processes, productivity and planning.

[Get Ebook](#)



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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