

ServiceNow Field Service Management use cases

Reduce field service costs with
increased efficiency

Make field service more efficient and more impactful



Your field service organization plays a crucial role in shaping your overall service experience. To ensure efficiency, cost-effectiveness, and customer satisfaction, your team faces numerous challenges:

- Outdated systems that are expensive to maintain
- Fragmented solutions hindering collaboration and real-time access to information
- Rising costs due to unnecessary service calls and penalties
- Frustrated employees burdened by manual processes and limited visibility
- Customers experiencing downtime and slow service

ServiceNow® Field Service Management (FSM) is the ultimate solution to overcome these obstacles. With purpose-built capabilities and purposeful automation, ServiceNow FSM seamlessly connects your people, processes, and data onto a single system of action. It simplifies and streamlines your field service operations, delivering transparency and real-time visibility to employees, third-party contractors, and customers. ServiceNow FSM empowers your field service organization to excel in providing exceptional service experiences.

Discover how ServiceNow FSM can help you:

Break down silos and workflow processes to reduce costs and deliver seamless experiences

Increase work planning, scheduling, and dispatching efficiency with automation and optimization

Streamline resource management and empower technicians to do their most high-value work

Maximize asset uptime and make maintenance work for your customers

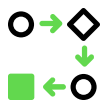
Provide a seamless field service experience to customers

Break down silos and workflow processes to reduce costs and deliver seamless experiences

Silos build barriers. Multiple systems and disparate data slow things down, creating complexities that result in inconsistent and slower resolution times, when work needs to be simplified. Manual and disconnected processes create a heavy administrative lift for technicians and dispatchers, and unnecessary effort.

With one platform, one architecture, and one data model, ServiceNow tears down the walls between silos, joins up disconnected systems, and breathes life into inefficient processes to increase productivity and reduce cost. The Now Platform seamlessly connects your people, processes, and data on a single system of action to address customer needs efficiently, transparently, and proactively. Teams can collaborate, processes are optimized, and everyone can get the visibility they need to stay informed.

With ServiceNow:



Identify breakdowns and bottlenecks in existing processes to surface tangible ways to improve organizational efficiency with Process Mining.



Reduce truck rolls, shorten time to resolution, and provide proactive service by having field service on a single platform with customer service.



Create, manage, and track project workflows seamlessly on the Now Platform to ensure service work is completed in order, on time and on budget.



Consolidate your IT and field service operations on a single platform to automatically generate work orders from incidents when technician support is needed.



Ramp up new hires quickly with a streamlined set of tasks during the onboarding process—and seamless provision of access to required systems, necessary IT equipment, and mobile devices.



399%

Return on investment (ROI) by deploying ServiceNow Field Service Management.¹

servicenow

¹Source: Forrester Consulting Study commissioned by ServiceNow, The Total Economic Impact™ (TEI) of ServiceNow Field Service Management (FSM); results are for a composite organization representative of interviewed customers, October 2023

Streamline resource management and empower technicians to do their most high value work

Experienced technicians are leaving the workforce. Recruiting new talent and ramping up resources is difficult. Great people want to be productive, challenged, and empowered. They don't want to get bogged down in paperwork. These inefficiencies prevent your field service team from doing what they want to do most—resolve customer needs.

ServiceNow FSM enables your team to allocate their efforts towards high-value tasks instead of being hindered by inefficiencies. By automating processes, field service organizations can reduce manual, repetitive tasks so that everyone can focus on the work they excel at. And ServiceNow FSM simplifies scaling the business to third-party contractors. Digitizing and automating processes helps drive consistency across both your internal team and third-parties.

With ServiceNow:



Scale operations with third-party contractors leveraging Contractor Management or create your own Contractor Marketplace.



Boost efficiency using Mobile Playbooks that provide step-by-step guidance for service completion and reduce unnecessary clicks and scrolling.



Make it easy to source parts by automating the process of finding and ordering needed parts from the mobile application.



Surface AI-recommended knowledge articles based on current task activities to help field service teams resolve issues quickly and efficiently.



Spend less time typing when doing mobile debrief with AI-generated work order summarization.



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Once they moved to the system, every field worker got about an hour back and improved their utilization because they were able to spend more time on repairs and less time on prep.

—An associate CIO in higher education interviewed in the Forrester TEL of ServiceNow FSM

Increase work planning, scheduling, and dispatching efficiency with automation and optimization

Inefficient scheduling and dispatching costs your business time and money. The result: excess travel time, lower utilization, second truck rolls, missed contractual obligations, and a lack of visibility. Dispatchers have to navigate between different tools and systems that lack the flexibility to easily manage different types of resources and ensure customer needs are being met.

With ServiceNow, you can increase work planning, scheduling and dispatching efficiency to make work easier and optimize costs. Strategically use automation to improve the dispatcher experience and reduce repetitive tasks so they can focus on exceptions with enhanced usability, and are able to shuffle schedules and pivot as needed throughout the day. Streamline the management of work across various resources by seamlessly handling internal teams, third-party contractors, and crews within a unified workspace.

With ServiceNow:



Visualize, create, and manage service territories and territory hierarchies using Territory Planning to ensure optimal resource coverage.



Provide dispatchers with scheduling choices: drag-and-drop Dynamic Scheduling with intra-day optimization, or full Schedule Optimization.



Create and schedule crews dynamically based on work order type, factoring in availability of skilled resources, required parts, and needed equipment, with Crew Management.



Group similar work orders automatically with AI tools powered by Predictive Intelligence.



Identify resource coaching and team improvement opportunities with Workforce Optimization.



²Source: Forrester, The TEI of ServiceNow FSM



16%

Improvement in field service efficiency through enhanced scheduling and route management, improved knowledge sharing, and automation.²

Maximize asset uptime and make maintenance work for your customers

Customers want their business-critical assets to run smoothly, and uptime is critical. Unexpected downtime can significantly impact the business. Creating and executing on the right type of maintenance plan for asset needs helps prevent breakdowns, extends equipment lifespan, and reduces repair costs.

ServiceNow simplifies maintenance management for both service providers and customers alike, ensuring seamless planning and execution. Planned maintenance, often referred to as preventive maintenance, improves the longevity of equipment, reduces downtime, and prevents unplanned outages. Easily define the who, when, and what of planned maintenance to create personalized plans for each customer.

With ServiceNow:



Build maintenance plans and schedules based on time (i.e., quarterly), cycles (i.e., intervals of time between visits), and usage.



Bundle maintenance work with break-fix or other jobs at the same location to deflect additional dispatches using Task Bundling.



Service multiple assets at one site on one work order with Planned Work Management to reduce the administrative burden on the technician.



Drive process compliance by automatically assigning safety, inspection, and checklists to maintenance tasks with Work Order Templates.



Visualize your maintenance schedule over extended periods of time with the Maintenance Planning Calendar.



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I think the first thing that everyone would say is how easy the accessibility of information is. If you want to see what happened with a customer in the last month, it's one click in the app.

—Head of tools and processes in transportation interviewed in the Forrester TEI of ServiceNow FSM

Provide a seamless field service experience to customers

Whether providing service to businesses, residential customers, or both, delivering on a seamless customer experience that also reduces costs is complex. Customers have diverse needs and varying service environments. Navigating that complexity when you have disconnected systems and processes translates to fractured experiences for your customers.

ServiceNow provides you with the tools for effective communication with your customers and the ability to manage the end-to-end service delivery process using a single system of action to help make service seamless. With clear communication channels and timely updates, you build trust with customers and enhance their overall satisfaction. Identify ongoing training and development opportunities for your field service teams to equip them with the necessary skills for delivering exceptional customer service.

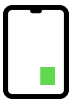
With ServiceNow:



Offer customers the opportunity to collaborate with an AI-powered Virtual Agent to shorten resolution time and deflect calls.



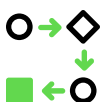
Address customer needs on the first visit by ensuring field service technicians have all the job details, customer information, skills required and parts needed using the power of the platform.



Keep customers informed with real-time updates on technician arrival status and map location with Last Mile Communication.



Give customers ways to self serve, find solutions quickly, and book appointments using Service portals.



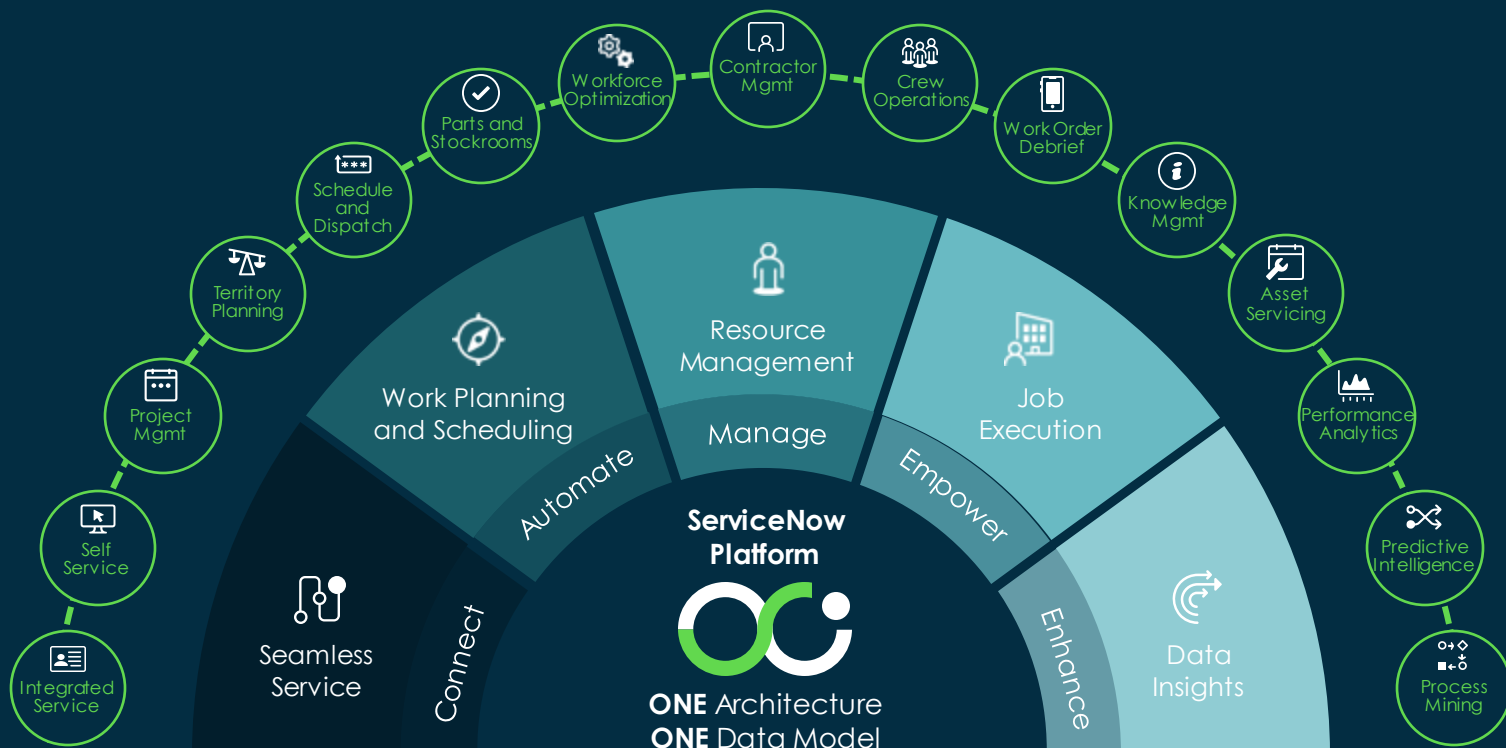
Speed up resolutions for customers by facilitating collaboration across your organization with automated workflows that complete multiple tasks in parallel.



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With ServiceNow, more people are able to see activity as it happens versus waiting till the next day. Now we have live views of activity that we really haven't had before.

—VP of global delivery at a service provider interviewed in the Forrester TEL of ServiceNow FSM



Drive field service excellence at your organization

ServiceNow FSM automates workflows and streamlines processes to help you realize significant efficiency gains and unlock the potential of your field service managers, dispatchers, technicians, and third-party contractors to do their best work.

Read more about how field service organizations are driving growth and cost savings in the Total Economic Impact™ of ServiceNow Field Service Management study highlighted throughout this guide.



[Read the study](#)