



Field Service  
Management  
Software



# From Chaos to Control: How Plumbing Contractors Get Organized and Grow Profits.

Sera Systems™ White Paper



# Contents

3

Introduction

4

What Is a Field Service Management Software?

5

How Quickly the FSM Industry Is Changing the Role Technology Plays

6

Being Open to Change and Negative Implications of Resisting

7

Technology Can Make Businesses More Organized and Efficient

8

Innovation Within a Plumbing Businesses Is Possible, but Without Technology, It Is Much Harder

9

Technology Focusing Around Software

10

Conclusion

# Introduction

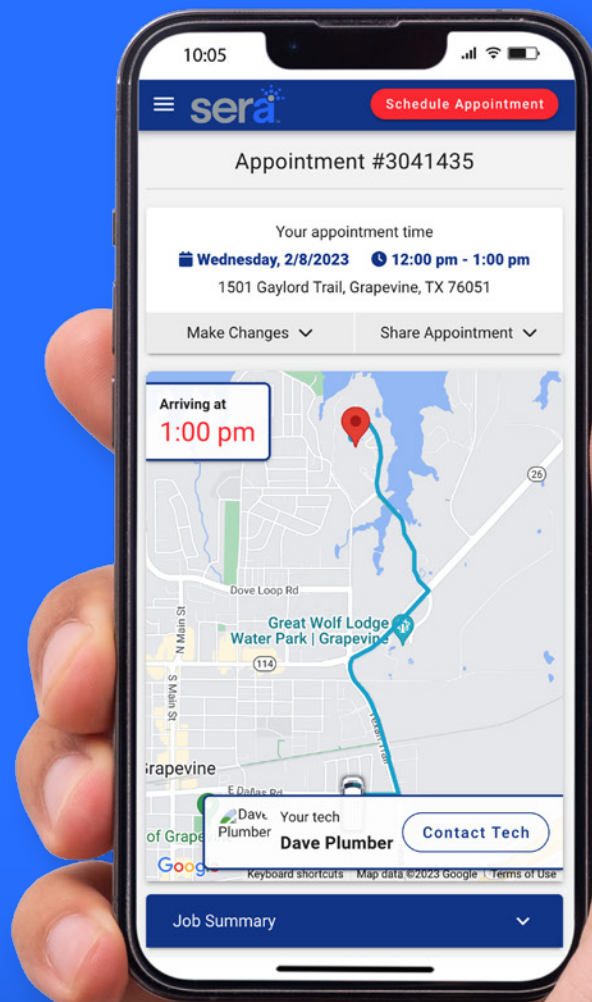
The field service industry is going through innovative upgrades aimed at improving efficiency and increasing the bottom lines of businesses, and the plumbing industry is no exception.

Customer expectations have been reset, the relationship between companies and their customers has changed, and new mobile and automated technologies that provide a variety of opportunities for increases in productivity and efficiency are reshaping how businesses operate.

For many residential plumbing companies, this future includes additional functionality to field service management (FSM) software, along with innovation that will further transform the way they operate and serve their clients.

However, it's not just the technology that will shape the future of field service businesses like residential plumbing companies. How open a company is to change and adopting these new technologies will determine how businesses fare.

As a leading field service management software provider, one built on firsthand HVAC and plumbing experience, Sera helps contractors prepare for the changes to effectively make the shift and take advantage of all the opportunities technologies like FSM software offer.





# What Is a Field Service Management Software?

Field service management software is a technological solution designed specifically to help field service contractors take control of all the moving parts of a business's operations. FSM software provides a central system for managing, tracking, organizing, updating, streamlining, and automating the various essential daily tasks that must be completed.

It can help business owners identify pricing and efficiency gaps, provide data, insights, and analysis that can be used to

optimize operations, increase productivity, and generally make managing all the different variables essential to successfully running a field service business less complicated. In doing this, FSM software empowers businesses to be more profitable, improving their bottom line.

To put it simply, field service management software is a complete management solution that offers a variety of benefits for field service businesses like plumbing companies.





# How Quickly the FSM Industry Is Changing the Role Technology Plays

As a leading field service management software provider, Sera has firsthand insight into how the FSM industry is changing and the role technology plays within the industry. More specifically, the role of mobile technology is rapidly increasing.

Being able to access real-time data in the field whenever it's required allows technicians to solve many of the issues they face on their own rather than having to call office staff and wait for them to get back to them.

This also enables admin staff to track technician schedules in real-time, which can add 20-30% more time to the workday, according to insights from McKinsey Digital. Additionally, close to 75% of field service businesses that use mobile tools have observed increased employee productivity<sup>123</sup>.

This results in more satisfied customers, more efficient service, less downtime,

and more revenue. FSM software technology has become crucial to maximizing performance in all areas of field service businesses and optimizing the customer experience, and this is

**“Close to 75% of field service businesses that use mobile tools have observed increased employee productivity.”**

something that most field service leaders recognize. According to Field Technologies Online, field service leaders are 71% more likely to have a standardized and organization-wide mobile strategy.

Expect more field service businesses to implement software with mobile functionality, develop strategies to use them most effectively, and become more reliant on them moving forward.



# Being Open to Change and Negative Implications of Resisting


Although field service management software provides field service providers like plumbing companies with a number of benefits, some managers may be apprehensive about adopting the technology out of the concern that it will replace them or make them obsolete. This may explain why just 48% of field service companies use FSM software<sup>234</sup>.

However, this technology is not meant to replace any human. Instead, field service management software like Sera aims to give managers in the office and technicians in the field tools and knowledge to help them work more efficiently and productively.

Furthermore, 80% of technical experts predict that automation will improve worker productivity and ability rather than replace them entirely<sup>23</sup>.

Additionally, while change is often considered the one constant in the world of business, implementing change is often very difficult. Habits are hard to change, and there is a lot of uncertainty surrounding change, even when it can be so beneficial. But failing to change and adapt can ultimately negatively impact productivity, employee morale, customer satisfaction, and brand image.

Change is also a critical measure for business growth and can give a field service business an edge over competitors. Considering 89% of customers would like to see modern, on-demand technology applied to scheduling services and most would pay extra for it, we expect more companies to either begin incorporating FSM software into their operations or rely on it more in the coming years in order to meet this demand.



**“80% of technical experts predict that automation will improve worker productivity and ability rather than replace them entirely.”**



# Technology Can Make Businesses More Organized and Efficient

While obvious, it is still important to note all the ways that technology like FSM software can make field service businesses more organized and efficient. Running a plumbing business can be chaotic, and software like Sera is designed to reduce this chaos and the costs associated with it.

As many business owners know all too well, running a field service company can involve quite a lot of time-consuming paperwork and documentation. FSM software like Sera can automate a variety of tasks, with scheduling being the most notable. For example, Sera prioritizes jobs with the most profit potential while factoring in capacity and availability, but business owners

“FSM software can make field service businesses more organized and efficient.”

and admins can still customize their priorities. This reduces 75-80% of the workload associated with manual scheduling, freeing up time that can be spent on other more essential business functions and reducing the risk of human error.

Field service software also helps business owners stay organized because accounting, billing, service, and other essential systems are all conveniently visible and accessible in one place. Timely, relevant, and actionable live data is accessible through Sera's admin portal to help business owners keep track of everything and see the state of their operations at a glance. All of this data is presented visually to help streamline the business through actionable insights. Think of it as the command center of your field service business.



# Innovation Within a Plumbing Businesses Is Possible, but Without Technology, It Is Much Harder

Field service may not be the first that comes to mind when most people think of innovative industries, but innovation is actually thriving at every turn, and we've been at the forefront of it. Sera is the perfect example of this innovation, and FSM software providers are strong pursuers of the technologies that are helping plumbing businesses to innovate

and grow their bottom line. These innovations benefit both the business itself, the technicians and customer service representatives the business employs, and the customers the business serves. Without technology like field service management software, innovating will prove to be much harder.







# Technology Focusing Around Software

Most of the technological advancements, changes, and trends in the field service industry over the past few years have been focused on the software that enables field service businesses to run rather than the tools they use when providing services. This should only continue into the next few years as more and more field service companies look for ways to make their services more productive, efficient, and profitable.

While the service aspect of field service remains the same – in other words, the software won't change how a plumber fixes a leaky faucet – the software does change how services are scheduled and carried out. FSM software like Sera simplifies scheduling for the customer and enables the business to deliver services more efficiently. Ensuring all jobs in the field are profitable and completed efficiently is an FSM software's ultimate goal.

Essentially, the software does not change the service a field service company provides – it optimizes it. The more optimal and efficient services are, the more profits a field service business will make. Sera's clients have experienced this firsthand by obtaining on average, a 52% revenue increase compared to the previous FSM solution they were using – it works.

Software is the engine that runs a business, and more and more field service businesses will be looking under the hood to see what technology they can incorporate into their operations in the coming years. As the new era in FSM software, Sera continues to help field service businesses eliminate inefficiencies and incorrect pricing, resulting in increases to their bottom line.

# Conclusion

## FSM Software

FSM software streamlines daily tasks and operations for field service contractors. It offers a centralized system for managing, tracking, and automating essential tasks, providing insights for optimizing operations and increasing productivity. It empowers businesses to be more profitable by identifying pricing and efficiency gaps, which positively impact overall business growth.

## Technologies Role

Mobile technology plays an increasingly crucial role in contractors' businesses. It enables admin staff to stay up-to-date on technician job status, while technicians access real-time data in the field and solve issues on their own. FSM software technology has become crucial to maximizing performance, optimizing the customer experience, and increasing revenue.

## Managing Change

Some employees may be hesitant to adopt FSM software out of concern that it will replace them, but the technology is meant to help employees work more efficiently, not replace them. Failing to change and adapt can negatively impact productivity, employee morale, customer satisfaction, and brand image. While implementing change is difficult, it is critical for business growth and can give a business an edge over competitors.

## Efficiency Through Technology

FSM software can make field service businesses more organized and efficient through automation and reduce time-consuming paperwork. With automation, contractors can streamline their business by automating tasks like scheduling, providing timely and actionable data in one place, and simplifying operations tracking. Resulting in reduced workload and increased productivity.

## Innovate With Technology

Innovation is possible for contractors; however, it can be much harder without technology. Sera is the perfect example of software innovation, one that's helping contractors innovate and provide on-demand experiences customers have come to expect, all while growing their bottom line.

## Software-Driven Innovations

Most technological advancements in the field service industry have been focused on software that enables field service businesses to run, rather than a complete business solution. Essentially, a solution that doesn't change the service a field service company provides- it optimizes it. Sera's ability to create efficiency and optimize is one reason clients obtain a 52% revenue increase compared to their previous FSM solution.

## Sources:

<sup>1</sup><https://financesonline.com/field-service-management-statistics/>

<sup>2</sup><https://quixy.com/blog/field-service-industry-statistics-and-market-size/>

<sup>3</sup><https://webinarcare.com/best-field-service-management-software/field-service-management-statistics/>

<sup>4</sup><https://quixy.com/blog/field-service-management-software-implementation/>





**sera**<sup>TM</sup>

Learn how Sera adds  
money to your bottom line.

[www.sera.tech](http://www.sera.tech)

