FIELD SERVICE INSIGHTS

The 2025 Field Service Emerging Technologies Report

Industry leaders share their investments, transformation, impact, and recommendations

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Foreword from the Producer

As the producer of the Field Service conference series, I am delighted to introduce this year's Field Service Insights "Emerging Technologies" report.

Our industry stands at a pivotal moment, with artificial intelligence, predictive maintenance, and advanced mobile solutions rapidly shifting from novel innovations to essential tools for operational excellence. This report captures the voices of field service leaders who are not only navigating this transformation but also actively shaping the future of service delivery through strategic technology adoption and a relentless focus on measurable impact.

Inside, you'll find data-driven insights on how organizations are scaling digital solutions, accelerating speed-to-value, and balancing the power of AI with the irreplaceable expertise of the human workforce. From real-world case studies to practitioner perspectives, these findings illuminate the path toward more proactive, efficient, and customer-centric service models.

I hope our research helps you take your own innovative steps and lead your teams confidently towards field service excellence.

Marissa Alvord
Portfolio Director
Field Service

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Executive Summary

Field service organizations are navigating transformation at a time when once-novel technologies are becoming standard. Artificial intelligence, predictive maintenance platforms, and new mobile technologies are driving change across the industry.

This report examines how field service leaders are leveraging emerging technologies to improve operational efficiency, enhance the customer experience, and address persistent workforce challenges in 2025. The findings reveal a significant push toward AI-powered solutions, with most organizations reporting increased technology budgets and positive returns on their investments.

About the Respondents

The respondents are senior leaders in **operations, service/ support,** and **IT roles** from companies across verticals.

Most of the companies represented in the report (51%) have more than **$1 billion in annual revenue.**

Key Insights

82% of respondents **rate their field service technology** as "somewhat sophisticated"

89% of field service organizations plan to **increase technology budgets** over the next year

76% report being "somewhat effective" at **achieving high "speed-to-value"** in technology deployments

53% expect **AI-driven predictive maintenance** to bring "very significant transformation"

49% believe their organizations will be "very proficient" at **predictive maintenance capabilities**

50% anticipate relying **more on AI-driven capabilities** and **less on humans**

67% cite **real-time access to service data** as having the most impact on operations

Own the Workflow: Future-Proofing Field Service Through Technological Uncertainty

Alvaro Pombo
Founder & CEO of TrueContext

If there's one certainty in today's business environment, it's that nothing stays the same. Technology evolves. Customer expectations shift. Industries transform. And in field service, change isn't a one-time event — it's a permanent condition. The companies that thrive are the ones that don't just plan for change. They design around it.

At TrueContext, we believe that the most effective way to build for the future is to treat the concept of the workflow as your north star. Not the shiny new thing or trend. But the backbone of operations: the sequence of tasks, data, and decisions that drive value across the organization by mastering the customer experience. The workflow-CX connection is the most direct path to real, measurable value.

Workflows have always existed. On paper. In checklists. In technicians' heads. Today, they're digital, on laptops and mobile devices. Tomorrow, they'll be smarter, more adaptive, and deeply integrated with technologies like AI and IoT. But regardless of the form it takes, the workflow remains unchanged conceptually. It's how work gets done and outcomes get delivered. That's why future-proofing starts not with the tools themselves, but with owning your workflow. This means truly understanding in great depth what needs to be done to serve a specific set of outcomes for all stakeholders involved and developing from there. Right now, that's about making them flexible, data-rich, and built to evolve.

The Snapshot Fallacy

WBR found that 82% of field service leaders rate their current technology as somewhat sophisticated, while another 14% say they're ahead of the curve. A point I'd like to raise here is whether or not we're all on the same page about what sophistication even is. Is it about what tools can do today? Or about what they can keep doing for the years to come, and how relevant they remain? Let's reframe what technological sophistication really means in field service. In my view, it's fundamentally about having workflows that can absorb disruption and accelerate innovation. Workflows that allow you to renovate quickly instead of rebuild entirely. Workflows that turn data into action and insights into outcomes.

This perception of being "advanced" is often just a snapshot in time. In reality, technology parity is fleeting. Workflows that seem efficient now can become obsolete if they can't absorb new capabilities. True sophistication means building and deploying workflows that can be continuously refined, not locked into static, one-size-fits-all processes.

Budget Growth Requires Strategic Direction

WBR has also found that 75% of organizations plan to increase tech budgets. That's encouraging, but also revealing. More spending isn't meaningful unless it's aligned with strategy. And strategy begins by asking: Does this investment strengthen our ability to evolve our workflows over time in response to changing customer needs?

With every technology that a company buys, it needs to serve the purpose of extending the organization's innovation runway — and that's only possible when workflows are modular and able to integrate new tech despite disruption. If they're rigid or buried inside monolithic systems, no budget is big enough to make you future-ready.

Notice the shifts we're seeing today. More than half of field service leaders expect major transformations in the next 12 months from: AI-driven predictive maintenance (53%), digital occupational health and safety tools (53%), and end-to-end workflow automation (52%).

These aren't incremental upgrades but foundational shifts in how work is done. The workflows you rely on must be capable of absorbing these new capabilities, not resisting them. Workflow adaptability, driven by data, is a strategic imperative rather than a simple operational concern. Much like water takes the shape of a raindrop to adapt to its environment, so, too, should your workflows leverage field data to evolve into their most effective form, whatever that might be.

Change Is a Given. Workflow Ownership Is the Choice.

TrueContext gives you control where it matters most: your workflows. Whether you're integrating AI-driven analytics, LLMs, and agents, pulling data from IoT, or optimizing technician tasks, we empower you to configure, automate, and evolve your workflows using the data that your teams see in the field.

At the end of the day, chasing trends will never be sustainable. What industry leaders have is a solid, adaptable foundation — one that's structured around the workflows that ultimately deliver an exceptional customer experience.

Do it fast. Do it right. Do it well — job after job after job.

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Adaptive Workflows for
Future-Ready Field Service

Current Sophistication and Investment in Field Service Technology

Most field service organizations rate their technology as "somewhat sophisticated" (82%)—on par with competitors—or "very sophisticated" (14%). This indicates that organizations' technology deployments are broadly mature but still evolving.

This sense of parity is echoed in open-ended responses describing successful pilots, such as "a new scheduling system that allowed us to assign jobs based on technician availability [which] reduced delays," and "an app where technicians could log completed jobs that made it easier to track work progress."

These examples demonstrate organizations are leveraging established tools to streamline operations and maintain competitive standards.

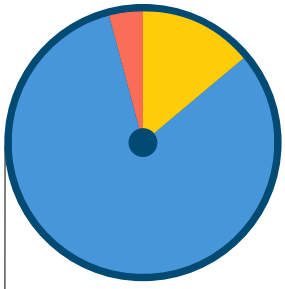
Looking ahead, field service technology budgets are set to rise, with 75% of respondents expecting a moderate increase and 14% anticipating substantial growth over the next year.

This investment trend is supported by qualitative feedback highlighting the value of digital transformation.

"We improved our inventory system, so technicians always had the parts they needed," says a respondent. "This led to fewer delays in repairs."

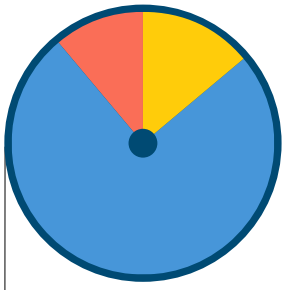
Practitioners are focused on scaling proven solutions and accelerating digital adoption to drive measurable improvements.

How would you rate the current sophistication of your field service technology?



- **14%** Very sophisticated: ahead of our competitors
- **82%** Somewhat sophisticated: at parity with our competitors
- **4%** Not very sophisticated: behind our competitors
- **0%** Not sophisticated at all: far behind our competitors

How will your company's field service technology budget change over the next 12 months?



- **14%** It will increase substantially.
- **75%** It will increase somewhat.
- **11%** It will remain about the same.
- **0%** It will decrease somewhat.
- **0%** It will decrease substantially.

Case Study:

CNH Industrial's Digital Uptime Initiative

In a real-world example of technology-driven optimization featured in the report, "***The 2025 State of Field Service***" by Field Service Insights, CNH Industrial, a leader in agricultural equipment, undertook a digital transformation to maximize machine uptime for its customers. By integrating real-time monitoring and advanced analytics, CNH shifted from a product-centric to a solution-centric approach.

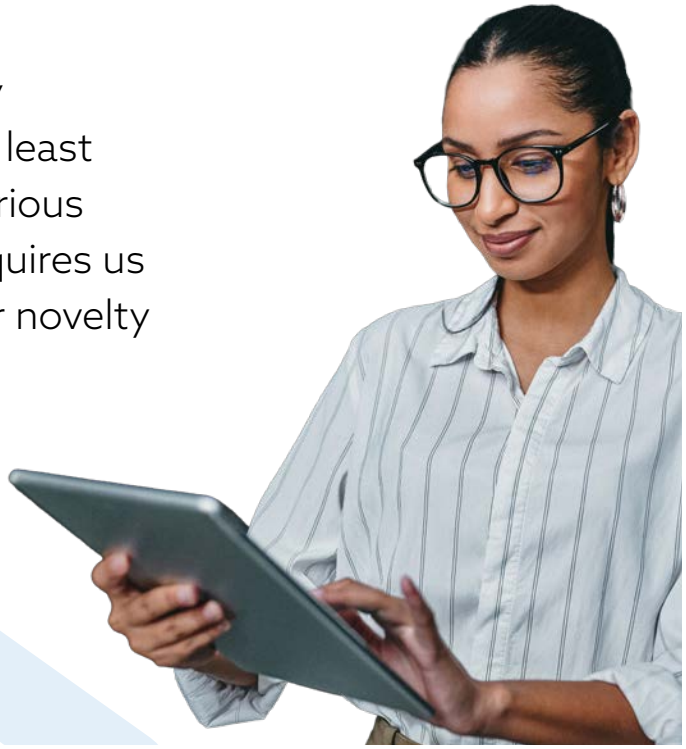
This enabled proactive maintenance, reduced service calls, and improved customer satisfaction. The initiative required significant investment in technology and a cultural shift toward continuous improvement.

- Increased average asset uptime by 6–15% within 12 months
- Reduced service calls and associated costs
- Enhanced customer trust through transparent, data-driven service

Practitioner Perspectives

"We operate with approximately 10 different ERP systems and at least 10 different CRMs across our various companies. This complexity requires us to prioritize interoperability over novelty when evaluating new tools."

Vice president of service operations from a medical device company



Speed-to-Value and Measurable Impact from Technology Deployments

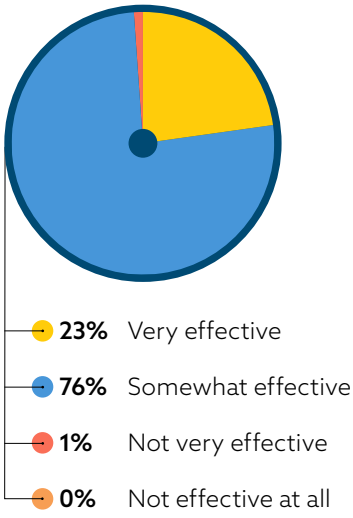
A notable majority of respondents (76%) rate their organizations as "somewhat effective" at achieving high speed-to-value. They see measurable results in good time after new technology deployment. Meanwhile, 23% consider themselves "very effective"—they see measurable results rapidly after they deploy a new technology.

Incremental, feedback-driven approaches to technology implementation are key to measuring outcomes effectively, creating early wins, and encouraging broader adoption among employees and customers.

Direct feedback from the respondents reinforces the importance of practical, rapid improvements. According to examples provided by two respondents, "A reminder system was set up for upcoming appointments to help technicians, thereby reducing missed or delayed visits," and "A quick checklist was provided for each service call by technicians to ensure all follow-up steps were taken and it allowed for consistency."

These examples highlight how targeted technology initiatives, combined with automated reminders and documentation, can deliver tangible value quickly in day-to-day field service operations.

In your view, how effective is your organization at achieving high "speed-to-value" in its technology deployments? This refers to the time it takes to start seeing measurable results after implementing a new technology.



Case Study:

TransLogic's AI Deployment for Warranty Cost Reduction

During a session at Field Service Medical 2025, TransLogic, a healthcare automation company, shared how it achieved high speed-to-value in one of their recent projects at the time. The organization implemented an AI-powered knowledge platform to streamline troubleshooting and reduce unnecessary service dispatches.

The initial rollout faced data quality challenges, but after refining its approach, TransLogic achieved substantial ROI. In the first year, the company saved $90,000 in warranty costs and improved contract renewal rates by 8%, all without increasing headcount.

- $90,000 saved in warranty costs in year one
- 8% increase in service contract renewals
- Reduced repeat service calls by over 150 in two years

Practitioner Perspectives

Practitioners also stress the importance of phased implementations for rapid value realization.

"Deploying a chatbot to help troubleshoot common issues succeeded because it was rolled out in a phased manner," said one operations leader during a conversation with Field Service Insights. "We improved the bot's capabilities before broader deployment."

This type of iterative deployment allows organizations to refine solutions quickly while demonstrating early successes.

Transformative Technologies: AI, Digital OHS, and Workflow Automation

Respondents expect to witness "very significant transformation" in the next 12 months from multiple technologies: AI-driven predictive maintenance platforms (53%), digital occupational health and safety (OHS) tools (53%), and end-to-end workflow automation (52%).

While these types of solutions are known to be transformative, the respondents' statements illustrate how they believe these shifts have occurred, or will occur.

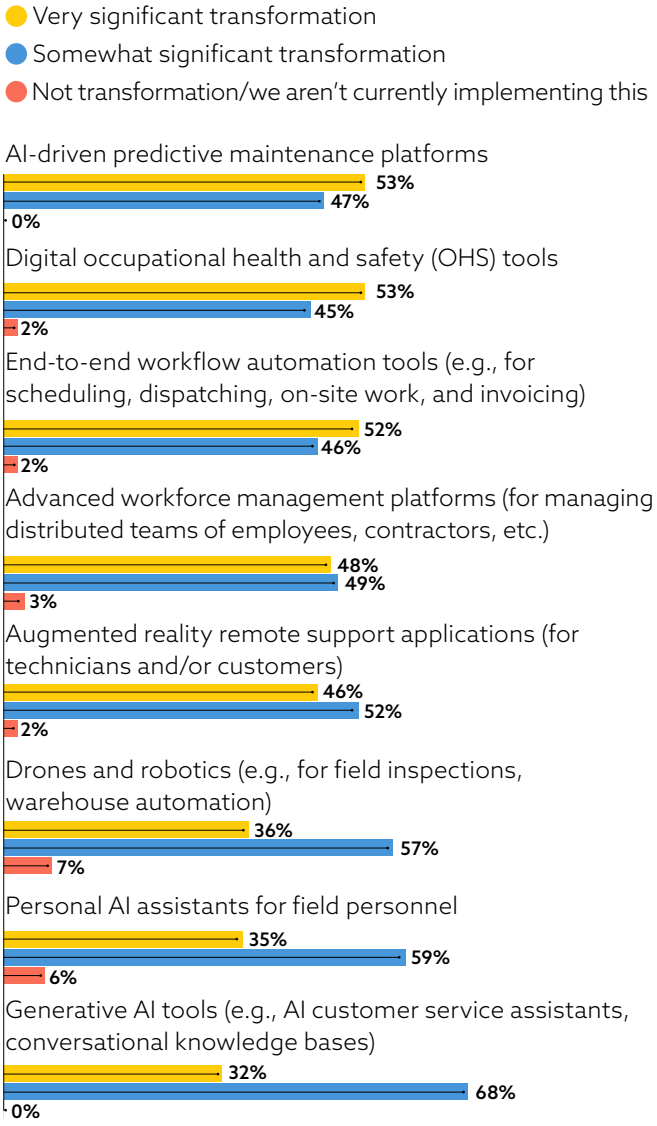
"We started using a tool that uses historical service data to flag likely equipment failures, and it helps us prioritize maintenance more effectively," says a respondent. Another respondent notes that they are improving predictive maintenance outcomes by analyzing past service data using machine learning, specifically.

These comments underscore the growing role of AI in proactive maintenance and operational risk management.

Workflow automation is also reshaping field service, as reflected in this statement from a respondent: "A job tracking system has been introduced that allows technicians to easily update the status of their work. This has reduced confusion and improved coordination."

Other respondents say new scheduling systems that assign jobs strategically and reduce travel time will also be transformative to the business. These insights point to a future where automation not only streamlines processes but also enhances technician time management and safety.

How much of a transformation will the implementation of the following technologies have on your field service operation over the next 12 months? In this context, a positive transformation of a field service operation could mean enhanced efficiency, improved customer satisfaction, and a more proactive approach to fixing problems.



Case Study:

Hamilton Company's AI Knowledge Platform

Hamilton Company, specializing in precision robotics, discussed how it faced challenges with fragmented documentation and knowledge silos at Field Service Medical 2025. By adopting an AI-driven platform, the company centralized manuals and institutional knowledge, enabling technicians to quickly access critical information and share field insights.

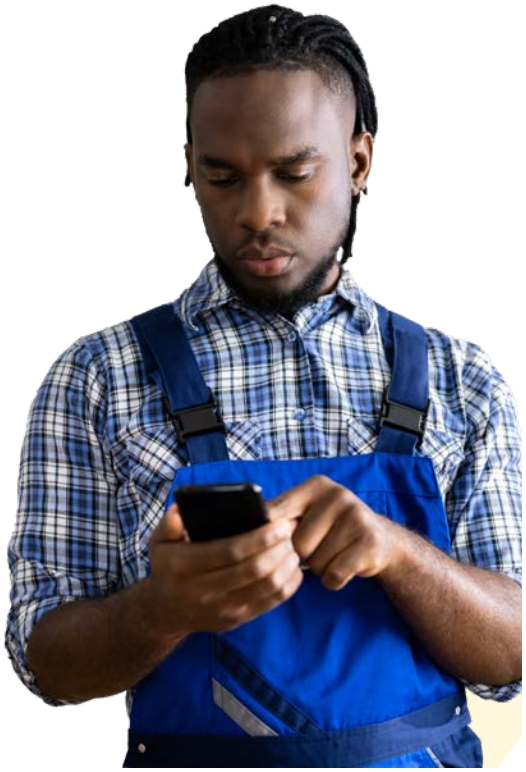
The system also helped identify and correct errors in manuals, accelerating onboarding and improving service quality.

- Reduced average to locate technical information from 30 minutes to seconds
- Accelerated technician onboarding and competency
- Improved documentation accuracy and knowledge sharing

Practitioner Perspectives

"Our AI systems learn from both formal documentation and technician-generated content—blending senior technicians' troubleshooting intuition with technical documentation to create a living knowledge repository."

Service executive from a medical device company



Proficiency in Predictive Maintenance and Digital Data Capture

Nearly half of respondents believe their organizations are "very proficient" at predictive maintenance (49%) and digital data capture (48%) in their field service operations.

The respondents' statements support this data. One respondent says their organization "used data to help schedule technician visits more efficiently."

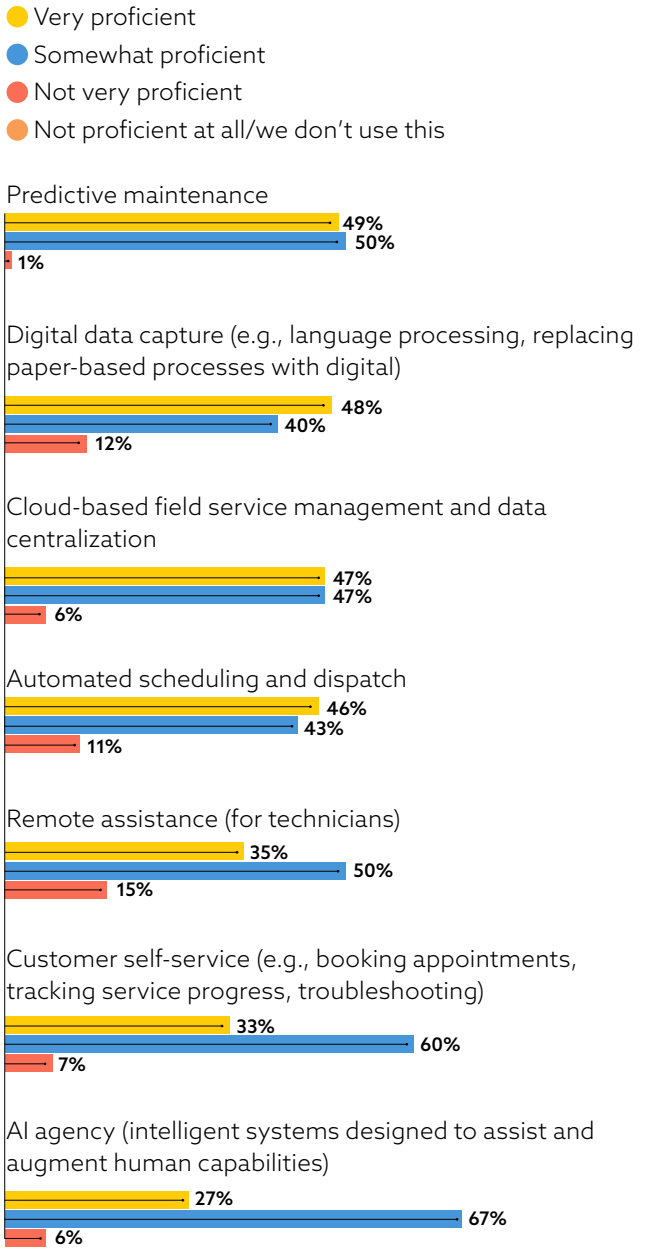
Another says, "Machine learning algorithms will analyze performance data and ensure better preparation to handle challenges in field service."

Other statements validate the fact that many field service teams are competent at digital data capture.

"Devices that let technicians type reports instead of writing them were introduced," says one respondent. "It worked well because it saved time on paperwork".

These comments highlight the operational efficiencies and accuracy gains organizations have experienced by mastering technology-supported capabilities. By combining technologies like artificial intelligence with centralized data collection, cloud-based service management tools, and human ingenuity, field service teams are delivering next-generation capabilities today.

In your view, how proficient is your organization at levering the following technology-supported field service capabilities?



Case Study:

Zimmer Biomet's Workflow Digitization

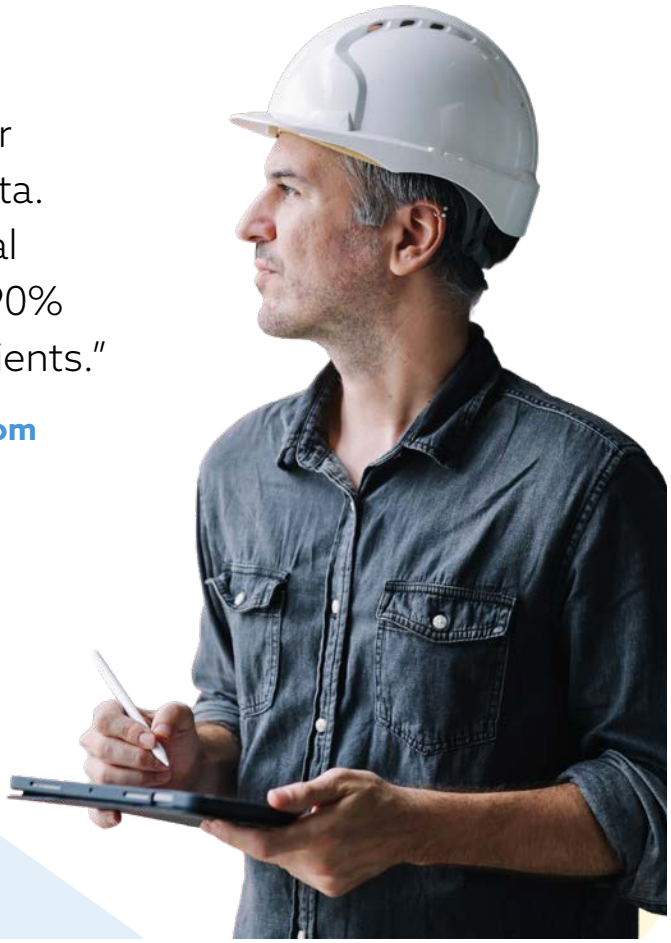
Zimmer Biomet, an orthopedic device manufacturer, digitized its field service workflows to enhance compliance and efficiency. Moving from paper-based to digital forms, the company reduced documentation time for interventions from over an hour to about 15 minutes. Dynamic workflows enabled faster, more accurate data capture and easier adaptation to regulatory changes.

- Cut documentation time per intervention by over 75%
- Improved compliance and audit readiness
- Enabled rapid iteration of workflow processes

Practitioner Perspectives

"Every 10 milliseconds, our newer systems transmit operational data. It took a decade to discern critical patterns, but now we intercept 90% of issues before they impact patients."

Vice president of service operations from a medical device company



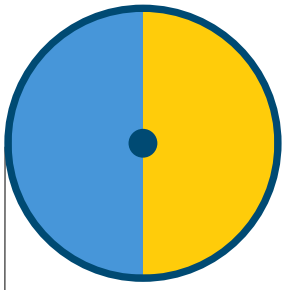
AI's Impact on the Workforce: Human vs. AI-Driven Capabilities

Respondents are evenly split when thinking about how advanced AI technologies will change the workforce. Half anticipate increased reliance on AI-driven capabilities, while the other half expect to maintain current balances between AI and human involvement.

Many respondents foresee AI operating as a collaborative tool for humans, rather than as a replacement. According to one respondent, "Machine learning will aid technicians in taking troubleshooting steps based on what has worked in the past."

Another respondent says, "AI will assist technicians by providing suggestions based on the issue reported and previous service information." While some service leaders expect AI to play a larger role in operations, most have a future vision of AI as an enabler, supporting technicians with actionable insights and efficiencies in real time.

From your perspective how will the implementation of more advanced AI technologies affect your workforce over the next 12 months?



- **50%** More AI: We will rely more on AI-driven capabilities and less on humans.
- **50%** No change: We will rely on both AI and humans at the same rates we do now.
- **0%** Less AI: We will rely more on humans and less on AI-driven capabilities.

Practitioner Perspectives

"We embed AI so seamlessly into workflows that technicians don't even realize they're using it. The goal isn't replacement—it's giving them superhuman diagnostic context."

Vice president of service operations from a medical device company

Mobile Technologies: Effectiveness and Key Features

Most respondents (90%) rate their mobile technologies as only "somewhat effective," indicating room for improvement in supporting field service operations.

Qualitative feedback from the respondents echoes this sentiment. Specifically, several say their mobile technologies, especially their apps, have made their work substantially easier.

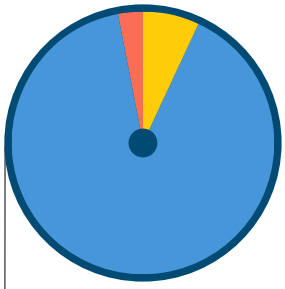
"We launched a basic mobile app for technicians to update job status while away from the office," says one respondent, "and it made communication much easier."

However, these solutions aren't as transformative as they could be. While mobile tools are valued, there is a clear desire for solutions that are more robust and better integrated into workflows.

Respondents say the most impactful mobile features are real-time access to service data and customer information (67%) and mobile apps for scheduling, dispatch, and work order management (57%).

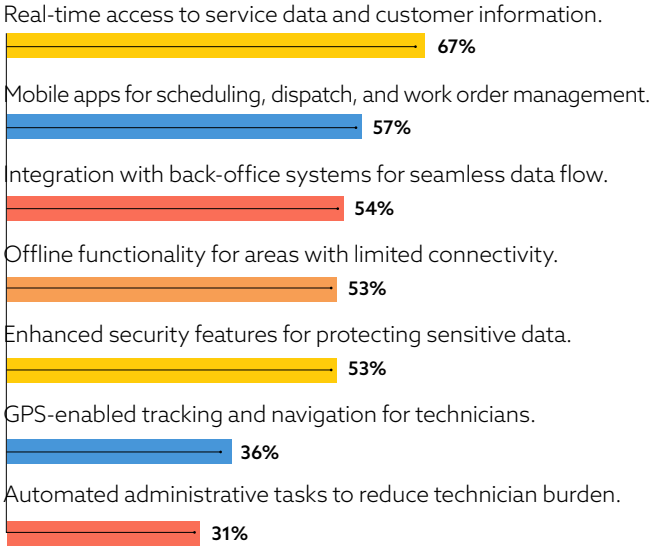
In conversations, the respondents say certain mobile apps can provide technicians with invaluable information like real-time status updates and complete reports on services inquiries, even when they are in the field. They've also leveraged real-time mobile tracking capabilities to manage fleets and improve responsiveness during service calls.

How would you rate the effectiveness of your organization's mobile technologies in supporting field service operations?



- **7%** Very effective: They significantly enhance efficiency and customer satisfaction.
- **90%** Somewhat effective: They provide moderate support to field operations.
- **3%** Not very effective: They offer limited benefits to field operations.
- **0%** Not effective at all: They do not support field operations adequately.

Which mobile technology features or capabilities have had the most impact on your field service operations?



Case Study:

Zimmer Biomet's Mobile Digital Transformation

In another example that Zimmer Biomet discussed at Field Service Medical 2025, the company said it equipped its field technicians with mobile apps for real-time job updates and digital documentation. This decision improved communication, reduced delays, and allowed technicians to complete compliance paperwork on-site, rather than later.

The organization continues to evolve its mobile tools to better integrate inventory and service data.

- Enabled real-time job status updates and communication
- Reduced paperwork delays and improved data accuracy
- Enhanced technician productivity and customer responsiveness

Practitioner Perspectives

"Real-time sentiment analysis via mobile lets us course-correct during service calls. If a technician's tone triggers a negative flag, supervisors join the chat instantly to salvage trust."

Vice president and general manager from a manufacturer

Conclusion: New Possibilities for Service Delivery

While emerging technologies in field service are creating new possibilities for service delivery, most organizations must focus first on navigating implementation challenges and demonstrating ROI of their recent implementations. Nonetheless, the findings from the study suggest most implementations are advancing steadily and technology budgets are increasing.

What's irrefutable is that these technological advancements are set to reshape the relationship between human technicians and digital tools, with organizations evenly split on whether AI will reduce human involvement in field service operations.

Successful organizations are approaching this transformation with a balanced strategy that leverages AI to augment rather than replace human expertise. They are also taking steps to address fundamental challenges related to data quality, system integration, and user experience.

As field service continues to evolve, the organizations that most effectively combine technological capabilities with human skills will enjoy enhanced efficiency, improved customer experience, and potentially, new service delivery models.

Key Suggestions

- **Accelerate digital data capture and workflow automation:** Transitioning to digital forms and automated workflows can dramatically reduce documentation time, improve compliance, and enable rapid adaptation to regulatory or operational changes.
- **Enhance real-time access to service data and mobile tools:** Real-time access to service and customer data through robust mobile apps for scheduling, dispatch, and work order management has one of the most significant impacts on field service, according to field service leaders.
- **Adopt an incremental, feedback-driven approach to technology deployment:** Achieving high speed-to-value is best accomplished through phased implementations, with early wins and iterative improvements based on technician and stakeholder feedback.
- **Balance AI-driven automation with human expertise and focus on interoperability:** While half of leaders anticipate increased reliance on AI, human expertise remains essential for complex problem-solving and forging customer relationships.

About the Author

FIELD SERVICE INSIGHTS

Field Service Insights, the industry research and digital publishing arm of the Field Service conference series, delivers cutting-edge data and analysis on trends, challenges, and opportunities in the field service and customer support sectors. Through comprehensive research reports, webinars, and thought leadership initiatives, we empower senior-level field service leaders to make informed strategic decisions and stay ahead in the rapidly evolving service landscape.

Our deep industry intelligence not only informs field service leaders but also connects innovative solution providers with key decision-makers, fostering a dynamic ecosystem that drives the future of service excellence in the field service space.

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TrueContext, formerly ProntoForms, is the global leader in field workflow automation. Engineered for the demands of data-driven field service, the no-code platform leverages deep vertical expertise in medical equipment, oil & gas, and industrial manufacturing to help asset-intensive organizations manage rising service complexity — with speed, accuracy, and confidence.

More than 100,000 users worldwide rely on ready-to-deploy TrueContext workflows to streamline fieldwork for technicians, gain real-time visibility, and deliver service excellence across high-stakes industries.

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