FIELD SERVICE EUROPE

The Artificial Intelligence Report

Contents

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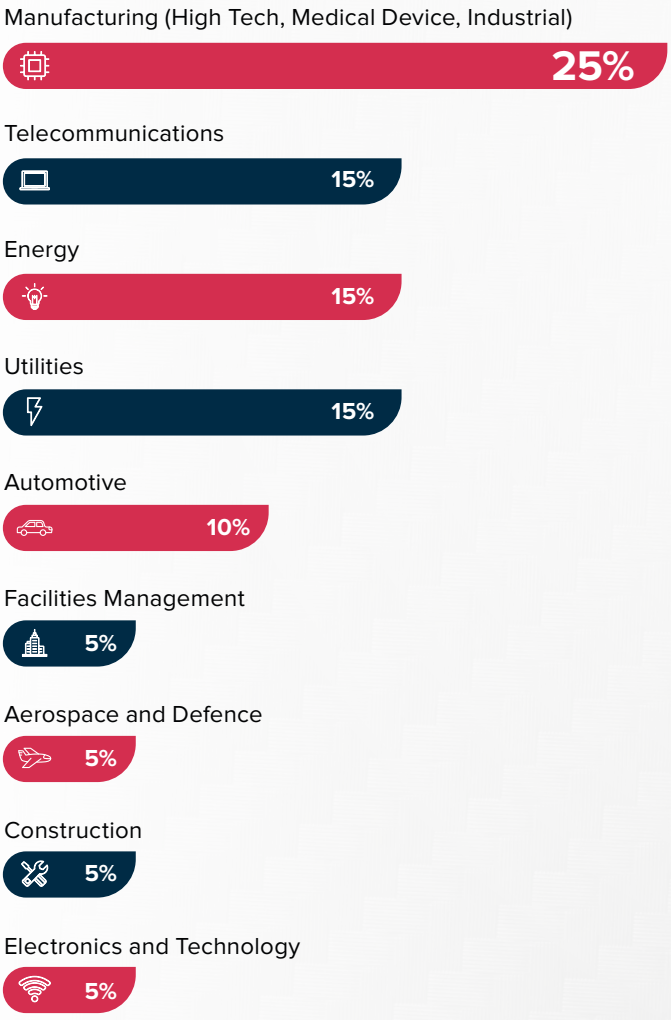
Methodology

In Q2 of 2024, WBR Insights surveyed 100 of the most senior figures in Field Service. Heads of Service, Heads of Service Delivery and other senior executives from across Europe told us about the challenges they are facing and the solutions they are bringing to the table to help solve them.

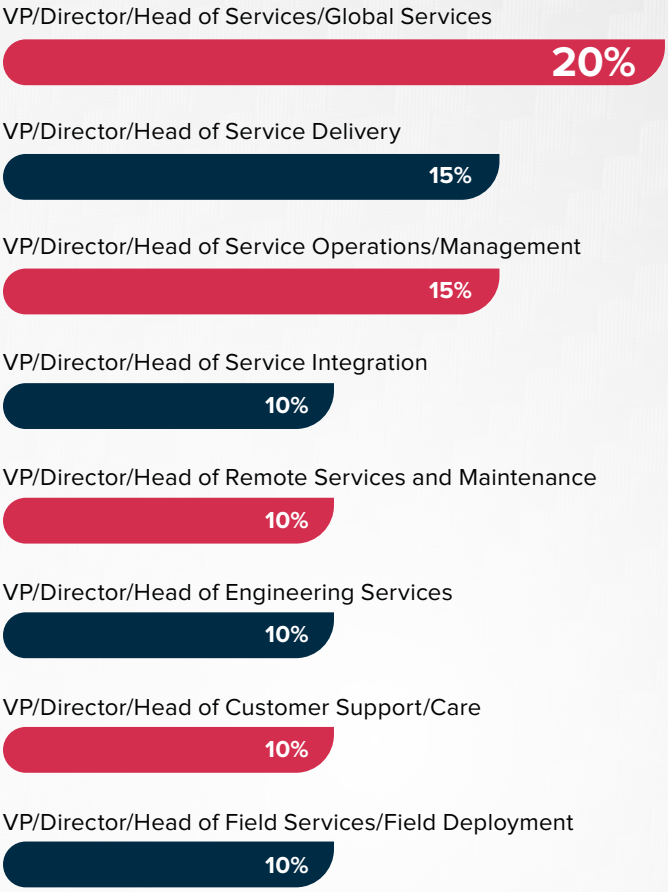
The survey was conducted by appointment over the phone and results were compiled and anonymised by WBR Insights. They are presented here with analysis and commentary from Aquant, True Context and the extensive Field Service community.

Topics in the report will be covered at our Field Service event. Download the agenda **here.**

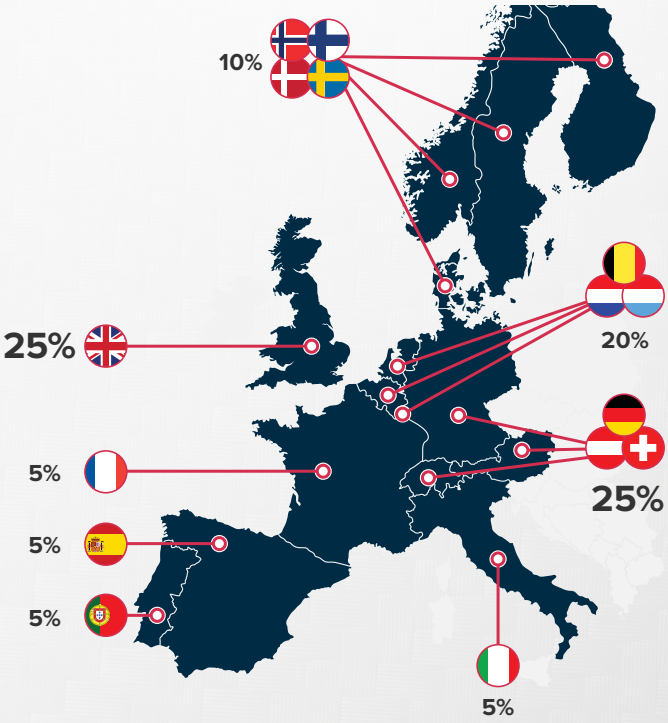
What type of organisation do you work for?



What is your job title?



Where is your organisation located?



Key Findings

1. We're not quite there yet

Field service leaders are facing a multitude of challenges as they strive to successfully implement AI into their operations. A significant majority (64%) of respondents said their biggest challenge was recommendations that do not consider real-time user feedback. For 61%, the recommendations are simply of poor quality or inaccurate.

2. IT infrastructure needs enhancing

Most field service leaders understand the advantages of adopting AI. However, 44% of respondents revealed a lack of sufficient IT infrastructure and skilled workforce as their biggest barrier to adoption, while 1 in 4 respondents highlighted cost as their most significant challenge.

3. Service leaders are prioritising data analytics

Our research reveals a focus on infrastructure to support AI implementation. Asked what their organisation is prioritising as part of its AI strategy, enhancing data analytics capabilities was the most popular answer (41%), closely followed by evolving processes (38%).

4. Field service leaders set to invest in a multitude of AI technologies

While AI is often used broadly, our research indicates specific technology priorities. The most planned-for investments lie in Internet of Things (56%), asset management and equipment tracking (53%), and machine learning for predictive maintenance (50%).

Master Complex Service Challenges with Intelligent AI Assistance

Shahar Chen
CEO and Co-Founder
Aquant

Assaf Melochna
President and Co-Founder
Aquant

The manufacturing industry is facing unprecedented challenges. As product innovation accelerates, experienced technicians retire, and machines become more complex, service workers struggle to troubleshoot machines efficiently, while customers demand faster, more accurate resolutions and self-service options.

The impact of these challenges reaches beyond machine maintenance — it impacts lives and livelihoods. Equipment downtime triggers critical disruptions in patient care and user safety, with severe repercussions for manufacturers' reputations and revenue. This triggers a ripple effect:

- Machines break down
- Costs soar due to downtime and inefficient solution cycles
- Service pros are overworked and disengaged
- Lives are endangered
- Customers can't do their jobs, so they complain and churn
- Your brand is tarnished
- Company revenue plummets
- You're caught in a cycle of crises, with no time to focus on driving incremental revenue

The Cost of Inaction

Ignoring these challenges comes at a serious cost. According to **Aquant's 2024 Field Service Benchmark Report,** lower-performing employees can cost up to 80% more, and longer service cycles lead to higher training and service costs. There's limited capacity to meet growing demands, resulting in low First Time Fix Rates and poor customer experiences. The stakes are high, and the need for advanced, personalised, and precise solutions is urgent.

Today's market is flooded with AI tools that claim to solve this problem, but they can only generate cookie-cutter answers to simple service issues. When it comes to challenging issues, they offer generic, unreliable answers that only exacerbate service quality problems. They are simply no match for the level of complexity of your business.

What you need is a reliable, scalable platform that operates like your best service pros – offering answers to questions that take the complexity, context, environment, and history of the machine into account, personalised for every scenario.

The Future of Service in Manufacturing

With Aquant you can reverse the impacts of these challenges. Free up your capacity, spend more time on revenue strategy, and secure your seat at the leadership table. Aquant allows you to seamlessly:

- Increase equipment uptime with advice tailored to the history and condition of each machine.
- Improve customer retention with AI guidance based on the unique needs of every customer.
- Upskill underperforming teams by giving recommendations tailored to the skill set and experience of each user
- Identify opportunities to generate service revenue
- Protect brand reputation by preventing customer emergencies — avoiding those sleepless nights caused by escalation emails to the CEO

Imagine a piece of technology that fits like a glove, enabling you to provide an outstanding, personal service experience every time. And it takes only weeks to start getting value from it, without a cumbersome internal AI build.

The Aquant platform has been battle-tested by the world's largest manufacturers, expert vetted, and designed to deliver the most accurate solution for every unique service challenge.

Now even your newest service team members can onboard more quickly, resolving complex issues like they have years of experience. You struggle less with the skills gap across your workforce, and as a result your customer uptime improves. You spend less of your time focused on managing resource constraints, and more on developing service into a vital revenue channel for your business.

Service is personal.
Your AI should be too.

Sign up for our 7-Day Challenge to see Aquant in action and improve your delivery strategy at every stage of the service cycle.

INSIGHTS Worldwide Business Research | aquant | truecontext FORMERLY PRONTOFORMS | FIELD SERVICE EUROPE | **Download the Agenda Here**

Part One:
The State of Play of AI in Field Service

AI is set to revolutionise field service, and organisations are already leveraging solutions to enhance efficiency, simplify tasks, and increase productivity. All respondents acknowledged that AI is already enhancing workforce development and knowledge sharing within their field service teams to some extent.

However, field service teams are facing various challenges and obstacles, preventing widespread implementation and must carry out a robust and thought-out AI strategy to maximise potential benefits.

Significant challenges include recommendations that do not consider real-time user feedback, as reported by 64% of respondents and poor-quality or inaccurate recommendations, cited by 61%. For AI solutions to deliver on their potential and provide the required value, they must be underpinned by a sound data analytics architecture - something many organisations currently lack. Equally, to sufficiently take real-time user feedback into account, that information must be delivered in a consistent, standardised format that can be properly interpreted by the AI solution.

Understanding these obstacles is the first step to overcoming them. For 44% of respondents, a lack of IT infrastructure and a skilled workforce to implement the technology is the most significant barrier, while high costs are a barrier for 25%.

Put simply, our research suggests that field service organisations must get their foundations built first, before they can build a swimming pool and tennis court.

> “For **44%** of respondents, a lack of IT infrastructure and a skilled workforce to implement the technology is the most significant barrier, while high costs are a barrier for **25%.”**

What are the challenges of your current AI for service implementations?

"These results emphasise the importance of the technician experience in making AI effective for service. Rich, up-to-the-moment data from the field will give AI systems the best opportunity to respond with quality recommendations. But user interaction is critical – the burden on the technician shouldn't increase to get that info to the AI. Also, the technician plays an important role in improving AI functionality over time. Incorporating AI responses seamlessly into the technician's workflow will make them actionable and automate the collection of feedback. These will be key to improving the recommendations and insights for complex service needs."

Alvaro Pombo
Founder & CEO
TrueContext

"The survey results indicate that we've moved past the phase of scepticism about AI, with only 14% struggling with adoption. This shows that most people now understand AI's potential and are less resistant. This dual issue stems from user commitment and the lack of real-time feedback. Achieving real-time feedback requires advanced data processing capabilities and seamless user interaction, which is offered by leading AI vendors. Consider applying permission sets in order to manage who can contribute feedback."

Assaf Melochna
President and Co-Founder
Aquant

"I do think that as AI technology matures, we can overcome most of these challenges. However, there are some problems that we need to overcome ourselves, and that is obviously data quality. I think in a lot of businesses, we have some gaps in data quality, and the saying of 'junk in, junk out' is certainly relevant here.

Also, in terms of some of the challenges for implementation, system integration is a big one. I see a lot of businesses that implemented fantastic systems, but nothing speaks to each other. That integration becomes quite vital for a single source of data."

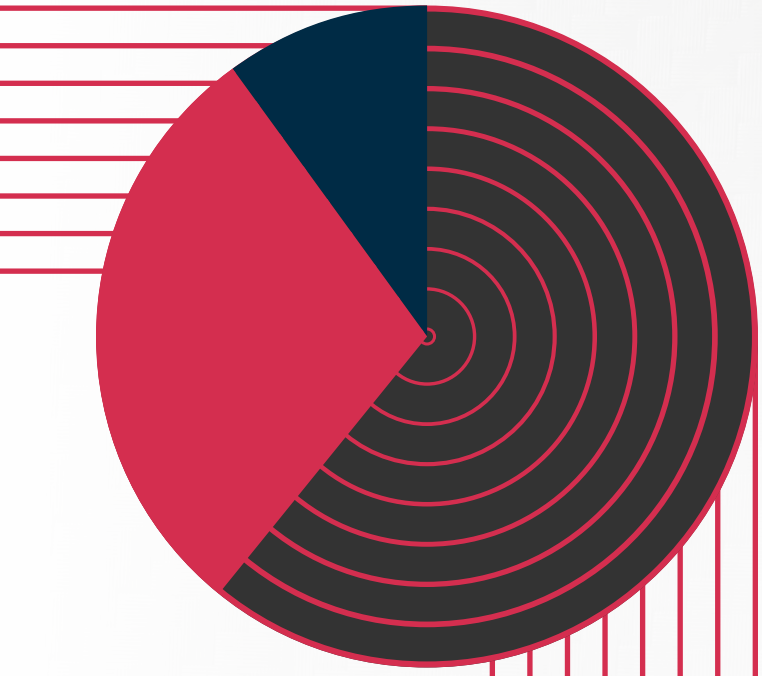
Clinten van der Merwe
SVP, Head of Service
Tomra

"One of the first things that comes to mind is that AI is not about implementing a new tool. We need to develop the capabilities, find the use cases, and validate specific use cases work.

So, one of the key challenges is how we are going to manage such innovation, the development of all competencies, processes, tooling and quality control. This development process itself is one of the main big challenges."

Jan van Veen
Founder & Managing Director
moreMomentum

To what extent is AI enhancing workforce development and knowledge sharing within field service teams?



- **61%** Moderately
- **29%** Slightly
- **10%** Significantly
- **0%** Not at all

"The data reveals that AI is already positively impacting workforce development and knowledge sharing within field service teams, with 61% seeing moderate enhancement and 10% experiencing significant benefits. It's particularly telling that no respondents indicated AI is not enhancing these areas. As we are still in the early phases of AI adoption, we expect these numbers to improve as more organisations and users become familiar with AI and invest time in training the models to become smarter and more effective."

Shahar Chen
CEO and Co-Founder
Aquant

"I was really surprised to see that 'significantly' was a low answer option for this question. I do think that AI can significantly enhance workforce development and knowledge sharing within field service. It provides tools and capabilities that can streamline processes, improve decision-making and foster continuous learning. I think it's about how you adapt to these new tools, especially while it evolves, its impact on workforce development and knowledge sharing is likely to grow."

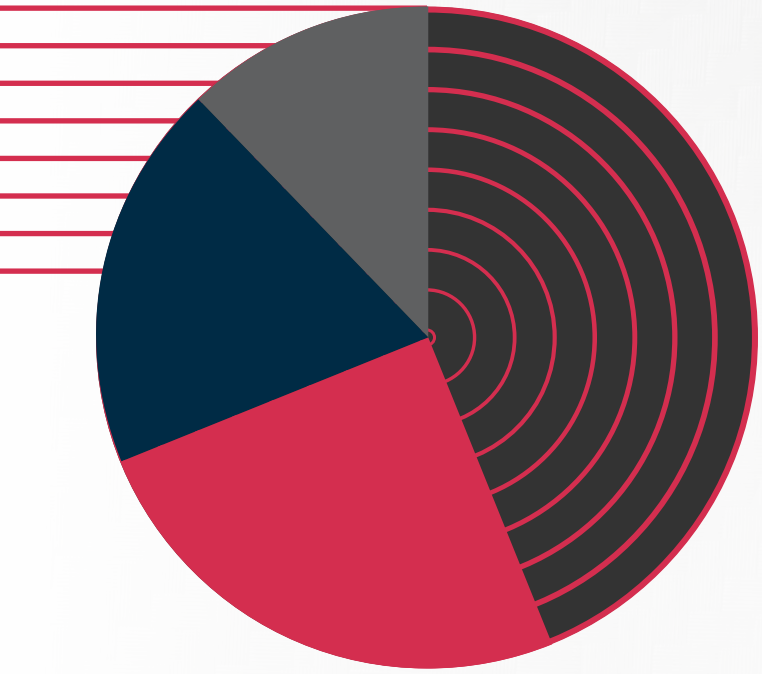
Clinten van der Merwe
SVP, Head of Service
Tomra

"Currently we are still in the early stages of development and adoption of AI, so the results will not be that significant yet.

Once we have a robust AI capability and infrastructure, utilising the information and data across many sources, we will start to see great enhancements in workforce development and knowledge sharing."

Jan van Veen
Founder & Managing Director
moreMomentum

Which of the following is your most significant barrier to adopting AI for field service in your organisation?



- **44%** Lack of IT infrastructure and/or skilled workforce to implement
- **25%** High costs of purchasing and implementing AI technology
- **19%** Poor quality data or not enough data
- **12%** Lack of trust in AI technology by organisational stakeholders

"Ensuring sufficient IT infrastructure and having a skilled workforce is challenging due to a combination of technical, economic and social factors. High cost, rapid technology advances, as well as security and compliance are also challenging. Investing in AI also means significant investment in security, and you need to make sure you have the right cyber security platform in place."

Clinten van der Merwe
SVP, Head of Service
Tomra

"The most significant barrier to AI adoption in field service, according to 44% of respondents, is the lack of IT infrastructure and a skilled workforce. Overcoming this requires identifying internal AI champions who can advocate for AI, secure internal buy-in, and lead upskilling efforts. The AI adoption process involves the buy-in of three groups: the initial enthusiast, internal stakeholders (the most crucial), and customers. Internal champions are critical to this process, driving successful implementation and ensuring organisational and customer benefits."

Assaf Melochna
President and Co-Founder
Aquant

"Most of these barriers seem to be for widespread adoption. I see that for most companies in most industries, the biggest barrier at this moment is developing robust AI use cases, applications, competencies that will drive value for customers and the company. We need new expertise and competencies to drive this.

Once we have this, most obstacles will be solved as well."

Jan van Veen
Founder & Managing Director
moreMomentum

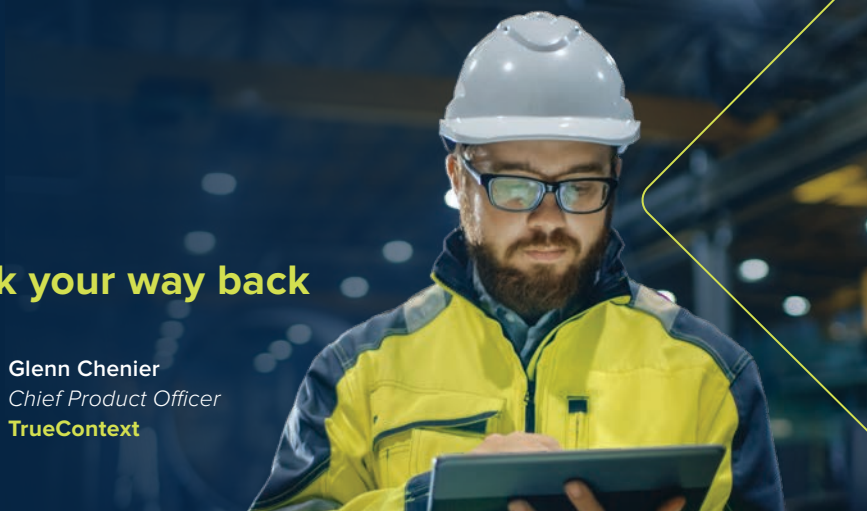
"The technical and financial startup costs of bringing AI to field service are substantial and clearly top-of-mind for organisations. New technologies, new skills, and new processes are needed to make this work – and service organisations need to maintain great service in the middle of all these changes.

Focus on use cases to align AI implementations with meaningful results. When it comes to adoption, it's not just about what you build or buy. Field service teams and technicians play a key role in adopting the new capabilities and ensuring the flow of data needed for long-term success."

Alvaro Pombo
Founder & CEO
TrueContext

truecontext
FORMERLY **PRONTOFORMS**

Planning for AI success:
Start with the outcome and work your way back



Alvaro Pombo
Founder & CEO
TrueContext

Glenn Chenier
Chief Product Officer
TrueContext

As AI continues to revolutionise industries, it's easy to fall into the trap of viewing it as a shiny new tool that should be implemented everywhere. However, when it comes to field service management, the key to a successful project isn't about having AI for AI's sake. Instead, it's about focusing on specific outcomes and use cases and figuring out where the technology can play a transformational role.

That means using it only where it makes sense in a technician's workflow so that it enhances the process rather than disrupting it.

Clean data is critical, but it's not your first step

When thinking about integrating AI into field service, a common first instinct is to concentrate on gathering high-quality data from the field. This is essential because AI thrives on accurate, real-world data to function optimally. It goes without saying that you need clean data, but the intended outcomes dictate what kind of clean data and in what format should be gathering in the field to begin with. This approach allows you to chart your path before your technician even collects their first bit of data.

Instead, the first priority is to identify what your objectives are and use AI where it can make the biggest impact. You should ensure that the workflows where you introduce AI are efficient and optimised on their own, otherwise AI will only compound frustrations. By focusing on a fluid technician experience first, you can then layer in AI and other advanced technologies like IoT when it makes sense to do so, rather than further complicating an already inefficient process.

Enhancing field productivity with AI

AI's greatest value lies in its ability to enhance technician productivity. However, to make AI truly beneficial in the field, it needs to be approached from the perspective of how it will impact technicians. AI must assist their workflow in a meaningful way and not unnecessarily complicate things with negligible returns. For example, integrating an AI-powered tool like a chatbot can help technicians troubleshoot equipment in real time, but only if it understands their specific context and needs.

To make AI truly work in the field, your platform will have to learn some new tricks.

The first trick: High-quality field data to prompt the AI

AI's effectiveness is only as good as the data it receives. To prompt AI systems to make helpful recommendations, they must have a rich foundation of field data. This includes not just operational metrics like the type of service or customer problem report, but also real-time observations from technicians themselves. On top of reporting data, which often doesn't include outliers, their insights and direct experiences with the equipment are invaluable to improving AI performance.

Imagine a scenario where AI is assisting a technician with a faulty machine. Without the technician providing real-time context, such as the machine's unusual sounds or specific error codes, the AI's recommendations might be off-target.

By allowing AI to learn from both back-office system data and technician-provided contextual information, it can make more precise suggestions.

The second trick: Seamless integration into technician workflows

AI needs to be integrated in a way that feels natural to the technician's workflow. Poorly implemented AI tools can slow them down, which is the opposite of what you're trying to do. In the field, AI should be viewed in a support capacity – your teams still have KPIs to meet and customers to serve.

Realise that AI recommendations may not always be perfect in the beginning, but allow for continuous improvement through user feedback. It's not going to be perfect out of the box – but it can only get better with continued use. It's the interactions between your technicians and your AI services that refine the technology for your specific application. Similarly, the workflows themselves will undergo constant refinement especially as your AI becomes more robust. Therefore, your field platform has to be agile enough that workflow designers can easily make improvements with every iteration.

The third trick: Continuous learning and feedback

You should plan for feedback as a vital tool in this entire AI-enabled process. Make it an integral part of the workflow and design it to be as easy as possible for technicians. Data from the field is the backbone of AI's learning process. Whether it's feedback on inaccurate recommendations or new data on an unusual equipment issue, every bit of information helps the AI become smarter.

At TrueContext, our true north is delivering the most fluid and intuitive experience possible for frontline workers because they are the conduit that makes field service possible. Our mobile field workflow platform brings together all of your data, integrated systems, and AI services in one user-friendly package – accessible to your technicians anywhere.

Finding your true north

Finally, always ground your AI project in specific use cases and outcomes. Focus on how AI can help technicians improve their efficiency and safety. Remember, AI is a tool. It should be deployed thoughtfully, in areas where it can provide the most value and allow technicians to do their jobs better. Practicality and an outcome-driven mindset should be the starting point for any AI roadmap.

BOOK YOUR DEMO

TRANSFORM YOUR ORGANISATION FOR AI-READY FIELD SERVICE
Book a personalised demo to see how TrueContext can help power fast decisions in the field and keep your system of record up-to-date all the time.

Part Two:

Attitudes and Approaches to AI in Field Service

Our research highlights the diverse interpretations of AI in field service. Asked to provide a word or phrase that describes their knowledge, responses ranged from general terms like “intelligence” and “automation” to specific applications like “predictive trend analysis” and “simplifying routine tasks.” This variety reflects the broad spectrum of AI solutions available.

To gain an understanding of how far organisations are in their AI journey, we asked respondents to what extent AI has already been integrated into their field service operations. The majority (58%) reported partial integration, while 7% have just started the process. Interestingly, only 1% claimed full integration and not a single respondent had no integration plans. These results suggest AI technologies are becoming increasingly commonplace in field service.

No two AI strategies will ever be the same, and organisations must consider many things when deciding what will work for them. However, we wanted to explore the common priorities for implementation, and enhancing data analytics capabilities emerged as a top focus among 41% of respondents. Additionally, 38% are evolving their processes to make them compatible with AI-based additions. This emphasis on process adaptation is unsurprising, given the newness and complexity of AI technologies. Furthermore, insufficient data analytics capabilities have long been a challenge in field service, as it has in many industries. Effective AI solutions rely on robust data analytics infrastructure, which field service leaders must address to fully leverage these technologies.

> “The majority **(58%)** reported partial integration, while **7%** have just started the process.”

We asked respondents to provide a word or phrase that describes their knowledge and experience of AI. Here is what they told us:

- Real-Time Maintenance Optimisation
- Intelligence
- Automation
- Advancement
- Future-Driven
- Real-Time Operational Insights
- AI-Driven Service Quality Improvement
- Predictive Technician Dispatching
- Intelligent Customer Engagement
- Predictive Trend Analysis
- AI-Driven Resource Planning
- Real-Time Performance Monitoring
- Real-Time Service Optimisation
- AI-Enhanced Service Diagnostics
- Predictive Service Incident Prevention
- AI-Driven Operational Decision-Making
- Real-Time Field Service Visibility
- Intelligent Service Workflow Integration
- Automating Workflows
- Faster Processes
- Future-Ready Processes
- Exciting Opportunities
- Data Analysis And Predictions
- Real-Time Asset Tracking

"Improving efficiency, productivity and customer satisfaction are the three key areas that outline how AI is being used in field service at the moment. I think it is also about enabling predictive maintenance, optimising scheduling, dispatching, and providing remote assistance. This, in turn, will also help reduce costs.

One of the answers I didn't see in the list is AI's role in helping us to reduce our CO2 footprint for a sustainable service business. Being able to support customer issues remotely will greatly reduce call-outs, and the associated emissions from that."

Clinten van der Merwe
SVP, Head of Service
Tomra

"I think there are a few points missing from this list that I would also consider. Maintenance engineering could also be a key use of AI.

Equally, new service innovation will be an important advantage of AI in field service. Customers are going to become more data-driven in their operations and asset management, so their needs are going to change. So, we have to come up with new services and solutions that will be relevant for them.

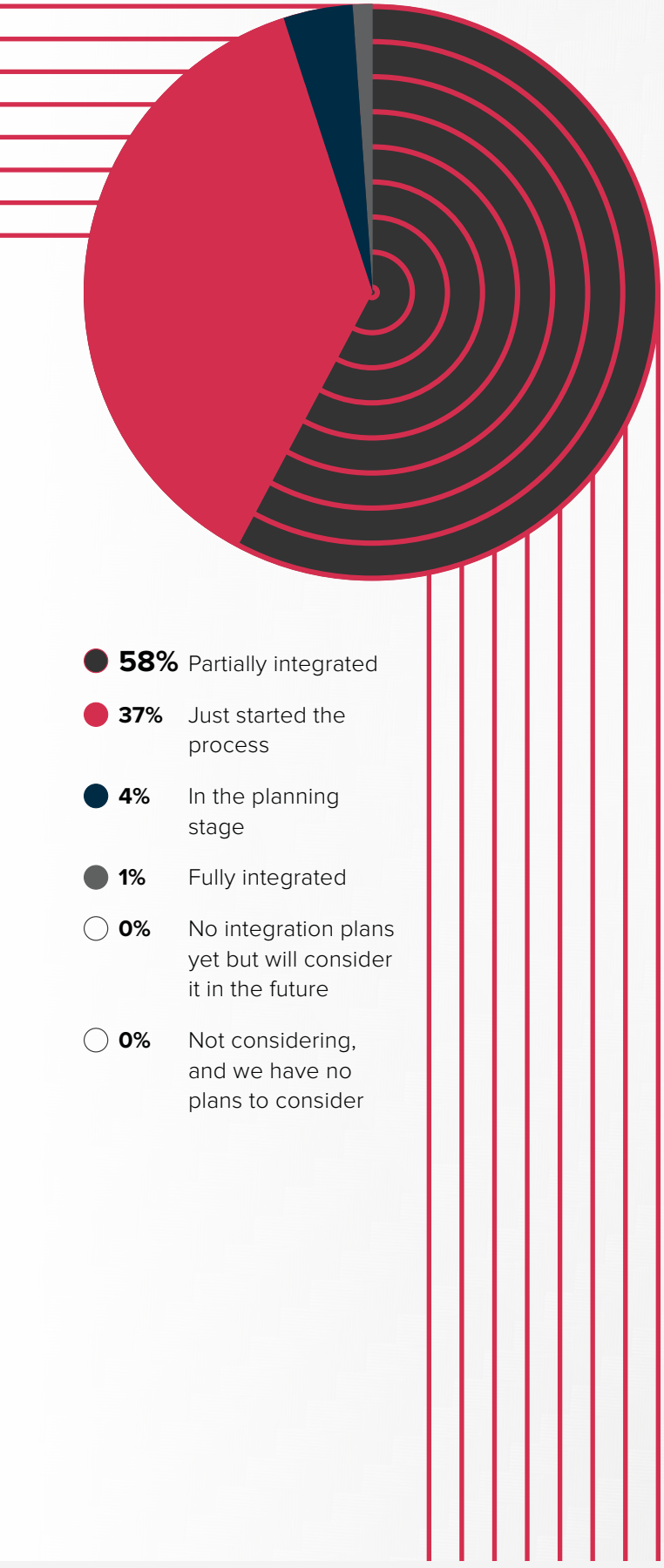
And, generative AI could help capture more data in an efficient manner. One of the challenges is to capture good information and data while executing operational tasks without too much admin overload.

How about capturing and processing new information and data by having service engineers speak into microphones while working: all the admin is done with no effort.

Equally, they could also have cameras on their chests, helms or wrists. With image processing tools, it can be a great way of capturing information."

Jan van Veen
Founder & Managing Director
moreMomentum

To what extent has AI already been integrated into your field service operations?



- **58%** Partially integrated
- **37%** Just started the process
- **4%** In the planning stage
- **1%** Fully integrated
- **0%** No integration plans yet but will consider it in the future
- **0%** Not considering, and we have no plans to consider

"The data shows that most organisations are in the early to mid-stages of AI integration in field service operations, with 58% partially integrated and 37% just starting. Only 1% have fully integrated AI. This indicates that AI adoption is still developing. However, we can expect significant progress in the next year. As teams invest time and effort into training AI systems, we will see substantial improvements and transformative changes in business operations, enhancing efficiency and service quality."

Shahar Chen
CEO and Co-Founder
Aquant

"I would say my organisation falls under the 'partially integrated' group. A lot of organisations have a workforce shortage, as well as an ageing workforce, so we need to use that knowledge, shared data, applications, and tools to actually share that knowledge with the rest of your field team. Equally, we need to start making service attractive again for the new generation of field teams, and using tools like AI will help us to bring more people in."

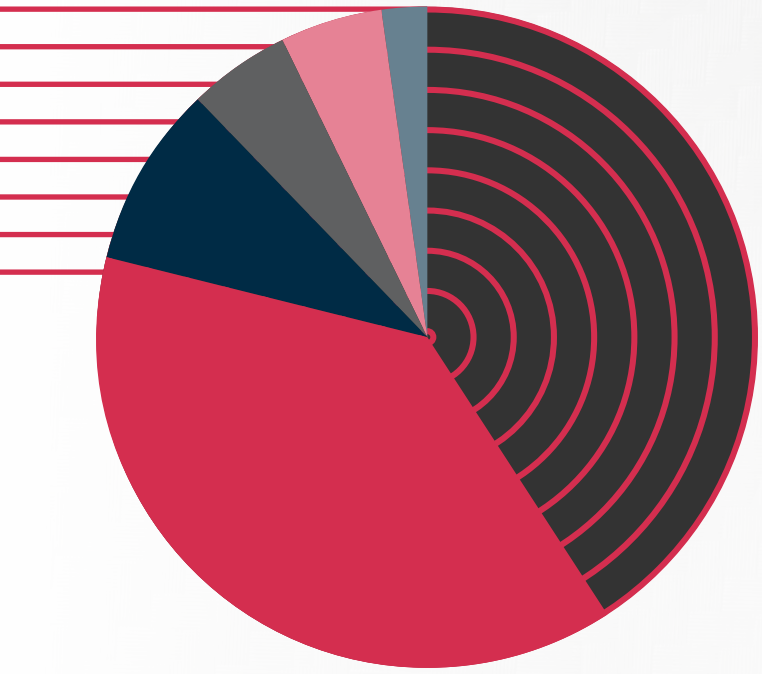
Clinten van der Merwe
SVP, Head of Service
Tomra

"I am not sure what we mean by "partially integrated" and whether we are referring to generative AI or also machine learning and algorithms with bigger data sets.

Many companies are indeed pretty advanced with the latter. However, when it comes to generative AI, we are still exploring and developing the first relatively small use cases: so there is still a long way to go to have generative AI integrated."

Jan van Veen
Founder & Managing Director
moreMomentum

What is your organisation prioritising the most as part of its AI strategy?



- **41%** Enhancing data analytics capabilities
- **38%** Evolving processes to implement AI technology
- **9%** Identifying correct use cases
- **5%** Hiring in-house AI experts
- **5%** Sourcing third-party AI experts to assist
- **2%** Uptraining staff
- **0%** We do not currently have an AI strategy

"This seems to make sense. Maybe one thing to add here: Most service businesses do not have strong innovation capabilities and capacity. Equally, adopting AI is a long and exciting service innovation journey. It would be good to make it a strategic priority to develop the innovation capabilities and capacity as well."

Jan van Veen
Founder & Managing Director
moreMomentum

"Organisations are prioritising enhancing data analytics capabilities, with 41% indicating this as their primary focus. This emphasis on data analytics stems from recognising that robust data insights are the foundation for successful AI implementation. Taking action with your data is crucial, as it transforms raw information into actionable strategies, driving informed decision-making and fostering innovation. Proactively leveraging data insights not only maximises efficiency but also provides a competitive edge in rapidly evolving markets."

Assaf Melochna
President and Co-Founder
Aquant

"I'm not surprised to see 'uptraining staff' so far down here. There are so many companies facing several obstacles when it comes to uptraining staff. AI has the potential to revolutionise many aspects of business operations, but there are also numerous barriers hindering companies from uptraining their staff, these challenges are a combination of having the right strategic vision within your organisation, as well as cultural challenges. I have seen organisations where some have refused to use a mobile phone to do an electronic service report. So, there is definitely a cultural change that needs to take place for many."

Clinten van der Merwe
SVP, Head of Service
Tomra

"This is an interesting mix of concerns around technology and people. Certainly, collecting more and deeper data makes sense as a priority to support analytics capabilities and the development of AI services. Organisations are recognising that they have gaps in technology and expertise to remediate. But they also acknowledge that existing processes need to evolve to take advantage of AI and that choosing the right use cases for that evolution is critical to success. Field service teams can expect to absorb a lot of change in the workflows and their operations as AI strategies continue to mature."

Glenn Chenier
Chief Product Officer
TrueContext

Part Three:

Evolving Processes to Make Way for the Future of AI

This chapter builds on Part Two's emphasis on process evolution for successful AI implementation. Our research reveals various approaches, including 'hiring new professionals to optimise the use of AI in various processes' and training staff on how to use AI tools effectively. Equipping staff with the skills to leverage AI is crucial for its successful integration into decision-making processes.

Knowing what AI technologies to implement is just as important as knowing how to implement them. Different technologies necessitate different processes. The top three AI investments planned for field service over the next two years are: Internet of Things (IoT) integration (56%), asset management and equipment tracking (53%), and machine learning for predictive maintenance (50%).

We investigated the perceived relevance of various AI use cases to field service, customer experience, or both. Workforce optimisation (67%), automating routine tasks (50%), and predictive scheduling (49%) emerged as the most relevant use cases for field service. Ultimately, selecting the right solution is critical, as AI technologies offer a wide range of capabilities, from scheduling and maintenance optimisation to safety, compliance, and customer service.

> "Workforce optimisation **(67%),** automating routine tasks **(50%),** and predictive scheduling **(49%)** emerged as the most relevant use cases for field service."

We asked respondents how their organisation is changing its processes to implement AI. Here is what they told us:

"Enhancing the effectiveness and efficiency of service delivery models through AI, resulting in streamlined and significant operations."

"We have hired new professionals to optimise the use of AI in various processes."

"We are in the process of recording system changes that would be needed to support AI adoption."

"Evolving our processes to reduce human errors by implementing AI checks and balances, thereby improving the accuracy and reliability of our services."

"Training staff to use AI tools effectively, ensuring that our team is proficient in leveraging AI for various service tasks and decision-making processes."

"Risks are being evaluated comprehensively. We are also consulting with experts on this topic."

"As AI-driven processes become more integrated, we can expect significant improvements in operational efficiency and service quality over the next year. The more people use AI, the smarter the tool will become, and the more adept employees will get at utilising the technology. By harnessing connected machine signals through AI, organisations can extract greater value, leading to enhanced machine service and maintenance."

Shahar Chen
CEO and Co-Founder
Aquant

"I think all of these comments are relevant. However, when you also redesign some of your organisational processes, you can see how you can embed AI in different processes. AI applications can help streamline and automate some of those processes to reduce waste.

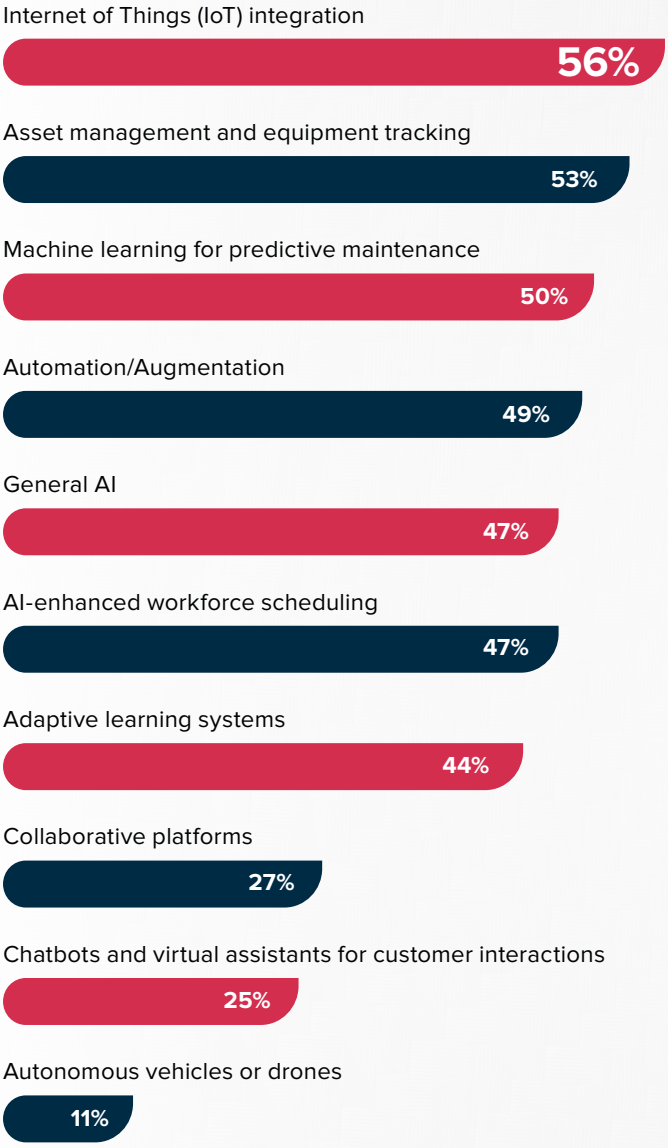
I also think that consulting third-party experts is key to helping you on this journey. AI startups have the knowledge and skills to help support through those early phases."

Clinten van der Merwe
SVP, Head of Service
Tomra

"Implementing AI across your organisation successfully is not a project, it is a long journey, with lots of unpredictability. We don't know exactly where it's going, and it is very close to your core business, your core operations and mission critical. That said, I think it is essential that you develop those skills, expertise, and knowledge in-house as a company. Consultants can also be extremely valuable, but I think we should partner with them as a source of knowledge transfer."

Jan van Veen
Founder & Managing Director
moreMomentum

Which of the following AI technologies or trends is your organisation planning to invest in within the next two years?



"I think generative AI is certainly something that's number one on our priority list and as a focus area. I am not particularly surprised to see chatbots quite far down in the answers, as I think you still need to have the human factor when dealing with customers, and some organisations get it completely wrong. I can see the popular trends here continuing to have a big impact on various industries that offer these new capabilities as they develop."

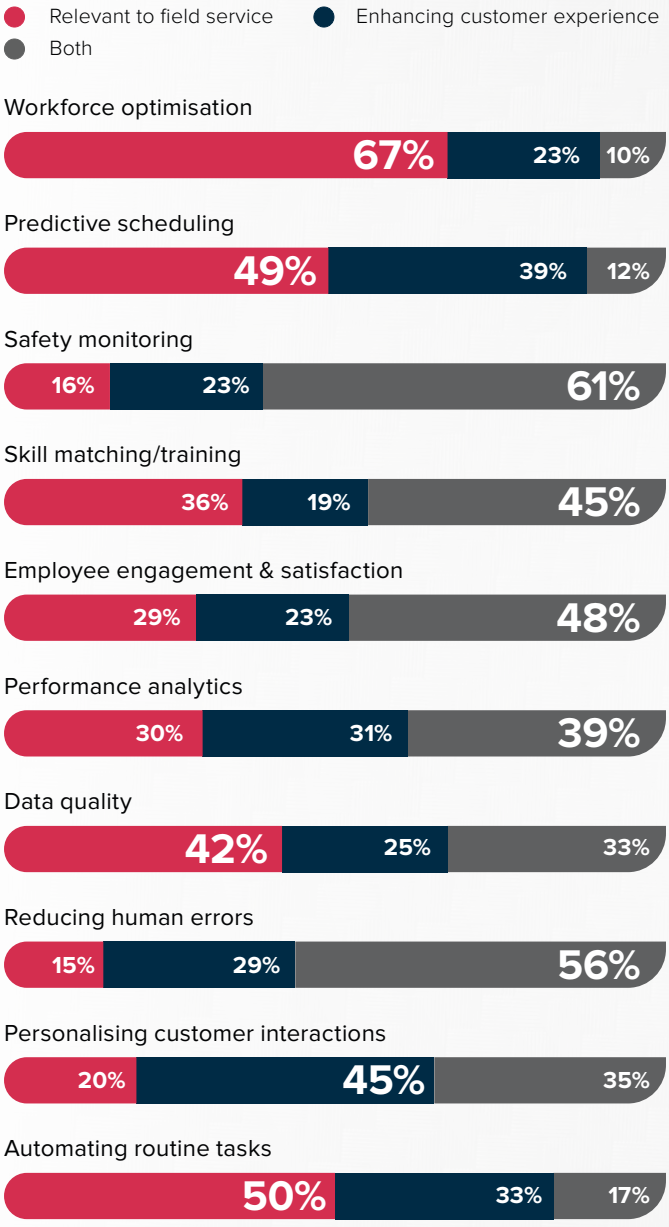
Clinten van der Merwe
SVP, Head of Service
Tomra

"In terms of big trends, I think one that is missing from the list is investing in training your generative AI engine. Machine learning tools are becoming very accessible, and people can use the technology at a relatively low cost.

I am not surprised to see Chatbots quite far down here: Before opening our generative AI capabilities externally, we first want to ensure it is solid and robust. We must first develop that capability in-house for internal users and then begin increasing the scale step by step."

Jan van Veen
Founder & Managing Director
moreMomentum

Indicate whether you believe each of the following AI use cases is relevant to field service, enhancing the customer experience, or both.



"I fully agree with the results, like 'automating routine tasks', we can do a lot more in field service to automate some processes. I think in a time where the focus on cost is important and where everybody looks at how you spend your resources, workforce optimisation is extremely important and where AI can help field service."

Clinten van der Merwe
SVP, Head of Service
Tomra

"I think the essence of this question is how AI can drive value for customers and the company. In general, I see it is still a challenge to have a well-grounded assessment of how AI will drive value. This is also the reason it is tough to build a solid business case that generates the necessary funding.

Just to elaborate a bit, the main value drivers are related to revenue growth on the one hand: increasing market share through differentiation and commercial excellence, increasing the market by entering new markets, or offering new solutions for a wider scope of customers' problems and pricing power.

And on the other hand, related to cost reduction through for example, more efficient planning, quicker remote diagnostics, remote interventions, customer self-service etcetera. By the way, cost reduction may lead to price reduction as well."

Jan van Veen
Founder & Managing Director
moreMomentum

Conclusion

AI is rapidly transforming field service, as organisations embrace these technologies in an effort to boost efficiency, streamline operations and elevate customer satisfaction. However, various obstacles are impacting the current level of deployment. AI thrives on high-quality, real-time data, and having sufficient data analytics in place is a critical challenge for field service leaders. Our research also identified a lack of a skilled workforce as a key hurdle, with hiring experts a possible solution.

Despite these challenges, the future is bright. The majority of respondents are already integrating AI in some capacity into their field service operations, highlighting its growing importance. The diverse range of terms used to describe AI experiences underscore its transformative potential across field service functions.

Key areas of focus for field service leaders include data analytics and process evolution to ensure AI solutions can be successfully implemented. Looking ahead, key technologies such as IoT integration, asset management and machine learning for predictive analytics are some of the key AI trends organisations are looking to invest in over the next two years.

AI solutions can drastically improve field service teams. Workforce optimisation, routine task automation, and predictive scheduling — just some of the use cases identified in our research — will directly contribute to both field service and customer satisfaction.

AI presents a massive opportunity for field service to optimise workflows, ease the burden of an ageing workforce and transform customer service. While challenges exist, by investing in data infrastructure, building up expertise and focusing on key areas, organisations can unlock the immense potential of AI and revolutionise field service.

Key Suggestions

1. Prioritise strong data analytics

For AI solutions to deliver real-time insights and revolutionise your field service operations, a strong data analytics infrastructure is essential. AI thrives on high-quality, real-time data to make accurate predictions and optimise workflows. Invest in optimising your data infrastructure before full AI implementation to ensure you have the necessary foundation for AI to deliver its full value.

2. Upskill your workforce and consider outsourcing

Many of the AI solutions being implemented are completely new to the workforce. Using them efficiently will require new skills, processes and knowledge. Therefore, field service leaders must prioritise upskilling staff, as well as hiring experts who can come in to train staff on using the necessary AI tools.

3. Process evolution is a must

As with any new technology, integrating AI into your field operations may necessitate updating and evolving existing processes. So it's out with the old, in with the new! Do not be afraid to adapt your processes to accommodate AI technologies. This willingness to evolve processes is crucial for successful AI implementation.

4. Identify the right technologies with the right use cases

The landscape of AI technologies is vast, with options varying in cost, use cases and implementation difficulty. Part of a successful AI implementation strategy involves identifying which AI technologies should be invested in first. Carefully weigh the level of value potential solutions may have against their cost, security risks, and workforce requirements. Focus on solutions that align with your specific needs and challenges. Once these initial AI technologies are successfully deployed, you can explore further AI solutions to continually enhance your field service operations.

About Aquant

Aquant offers generative AI purpose-built for service through its Service Co-Pilot platform. Whether you're a service leader, field technician, customer service representative, or customer, this platform is designed to offer expert guidance for all participants involved in the service lifecycle, ensuring optimal decision-making at each stage. Service Co-Pilot continuously refines its capabilities by learning from real-world service data, expert insights, and user feedback. This dynamic approach enables the engine to generate the most accurate and personalised recommendations for every query throughout every phase of the service cycle.

Learn more about Aquant here: **www.aquant.ai**

About TrueContext

TrueContext, formerly ProntoForms, is the global leader in field intelligence. We help asset-centric organizations rise to the complexity of field service using adaptive mobile workflows built for the realities of their environment and around their technician experience. Our no-code platform enables rapid workflow automation and data-driven transformation focused on delivering productivity, efficiency, and actionable real-time intelligence. With over 100,000 users, TrueContext is a trusted field service partner in the medical equipment, industrial equipment, and oil & gas industries.

Learn more about TrueContext here: **truecontext.com**

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