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Driving success in field service with AI innovation

Explore how generative AI can accelerate your field service strategy

Artificial intelligence (AI) is revolutionizing how we live, work, and interact

And with customer expectations on the rise, field service organizations are especially ripe for AI-fueled innovation.

At its core, field service is a people-centered function. Field service teams face an influx of challenges daily, pivoting between updating job statuses, managing schedules, and accessing the information they need to complete a job. Using AI to automate these tasks isn't about removing people from the equation—it's about empowering them to do more meaningful work.

By applying AI to augment the way field service technicians get work done, organizations can lift the productivity of their field teams, reducing manual effort and giving them more time to work on higher-impact tasks. This translates to more value to your organization—but it also makes work more rewarding for employees.

And customers? They get their issues resolved more quickly and receive the quality service they deserve.

It's a win for everyone, from techs in the field to customers to CxOs at headquarters.

But even more value potential lies with applying generative AI to common field service management challenges.

Artificial Intelligence

Learns from data, simulating human knowledge to interpret inputs, automate decisions, and act to solve problems.

Generative AI

A subset of AI, generative AI describes algorithms that can generate new content, such as text, audio, video, code, or simulations.

GOOD FOR PEOPLE = GOOD FOR BUSINESS

64%

64% of workers say they get at least moderate value from AI, and people who gain value from AI are 3.4 times more likely to feel satisfied with their work.

$15T

AI has the potential of contributing **$15 trillion** to the global economy by 2030[1].

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1 PricewaterhouseCoopers, "Sizing the Prize: PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution"

Your guide to generative AI for field service use cases: A checklist

AI has reinvented critical field service use cases, making work flow seamlessly and letting employees achieve greater mastery of key skills. And new opportunities are emerging as field service professionals explore generative AI's creative potential.

Here are some of the ways AI and generative AI can transform your field service operations:

AI

KNOWLEDGE SHARING

Recommend knowledge base articles based on current task activities to help frontline teams resolve issues quickly and accurately.

PART RECOMMENDATIONS

Identify parts needed to complete a work order to ensure technicians have the resources they need to complete jobs.

SKILL EFFICIENCIES

Identify better-performing technicians to motivate and reward them while preventing overwork and burnout.

TREND ANALYSIS

Clarify equipment failure trends to prioritize maintenance based on cost of repairs and value to the business.

WORK DURATION ESTIMATES

Predict the time required to complete work orders to optimize scheduling and maximize productivity.

WORK ORDER CLUSTERING

Create logical work order groupings to streamline scheduling and optimize resource allocation.

Generative AI

ASSET AND EQUIPMENT ANALYTICS

Produce concise, accurate, and actionable summaries tailored for operational needs based on a comprehensive analyses of equipment data.

KNOWLEDGE BASE GENERATION

Curate and create contextually relevant knowledge articles, sourced directly from existing enterprise data repositories.

PREDICTIVE INTELLIGENCE

Highlight equipment needing repair and costs to fix to make informed maintenance and dispatch decisions.

TRAINING DOCUMENT CREATION

Generate automatically up-to-date and relevant training materials, informed by existing work orders and system information.

WORK ORDER GENERATION

Curate existing data and intelligently generate new work orders, preemptively structured based on recognized patterns and trends.
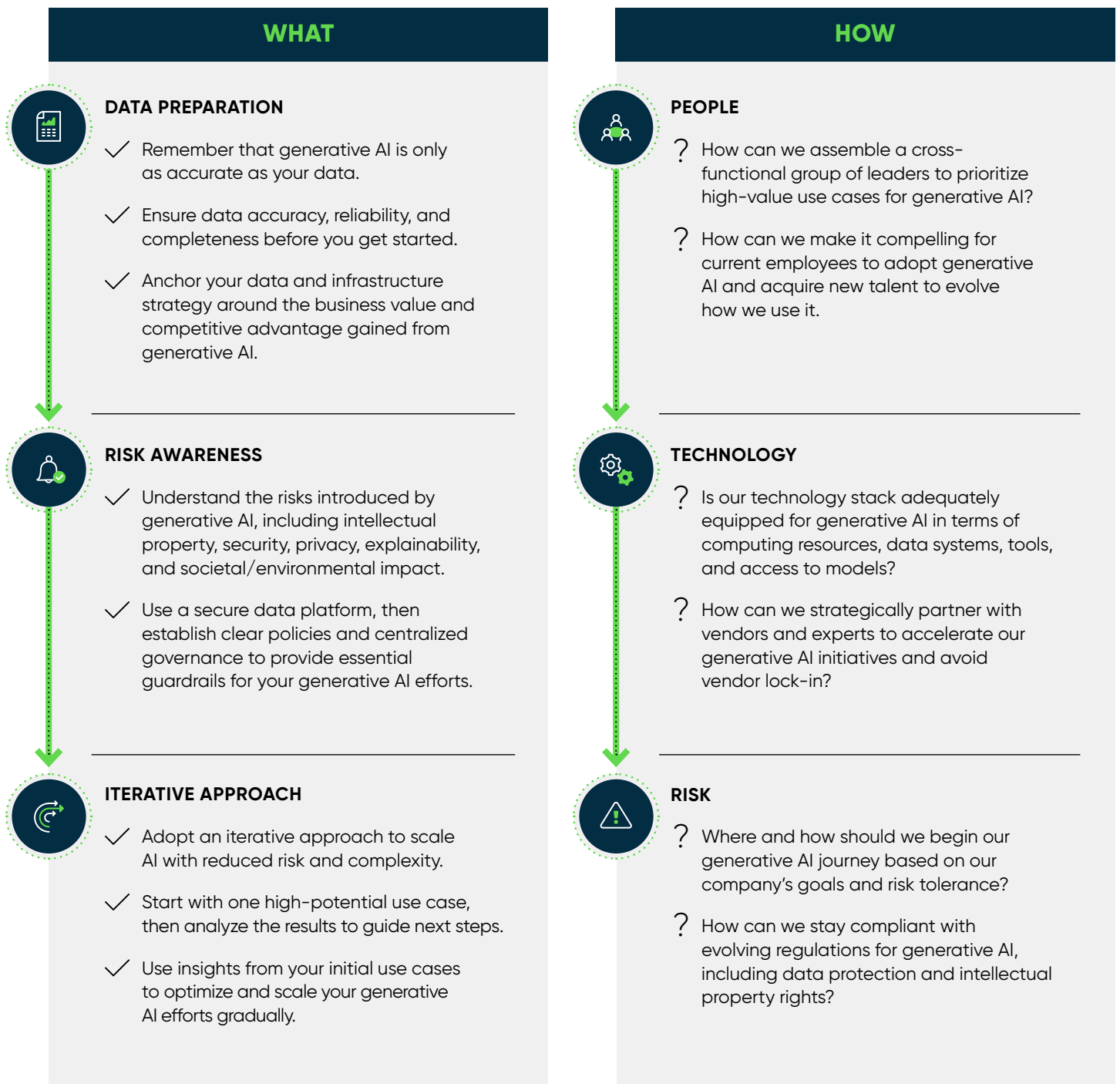
WORK SUMMARIES

Create records of service automatically and promptly, ensuring accuracy and reducing the administrative burden on field technicians.

How can you build a successful generative AI practice in your organization?

Generative AI offers data-driven opportunities to your field service organization. But with technology evolving rapidly, generative AI introduces many unknowns. That's why you need a measured, strategic approach—centered on people, technology, and risk—to attain the best outcomes.

Start by determining what building blocks of generative AI success you need to put in place. Then ask the following clarifying questions to know how to put it into practice.
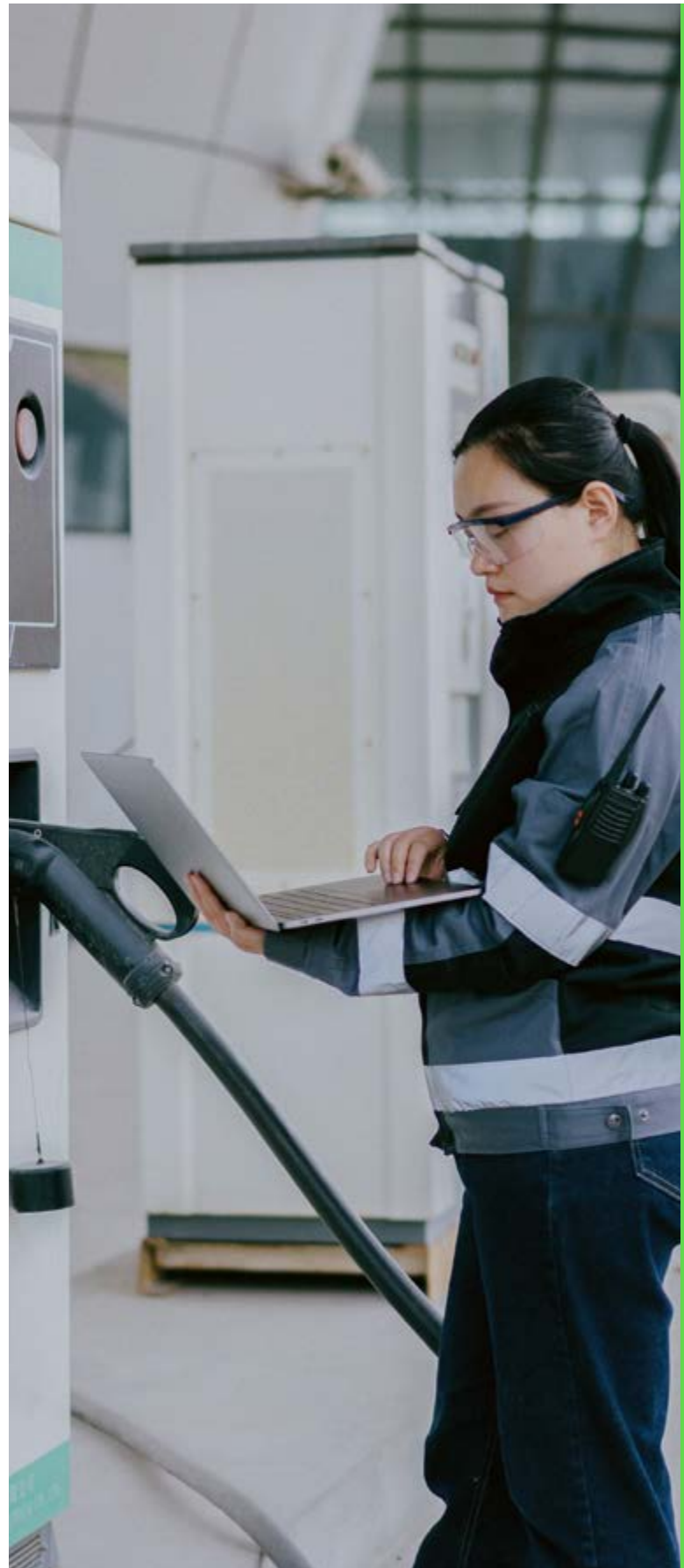
WHAT

DATA PREPARATION

✓ Remember that generative AI is only as accurate as your data.

✓ Ensure data accuracy, reliability, and completeness before you get started.

✓ Anchor your data and infrastructure strategy around the business value and competitive advantage gained from generative AI.

RISK AWARENESS

✓ Understand the risks introduced by generative AI, including intellectual property, security, privacy, explainability, and societal/environmental impact.

✓ Use a secure data platform, then establish clear policies and centralized governance to provide essential guardrails for your generative AI efforts.

ITERATIVE APPROACH

✓ Adopt an iterative approach to scale AI with reduced risk and complexity.

✓ Start with one high-potential use case, then analyze the results to guide next steps.

✓ Use insights from your initial use cases to optimize and scale your generative AI efforts gradually.

HOW

PEOPLE

? How can we assemble a cross-functional group of leaders to prioritize high-value use cases for generative AI?

? How can we make it compelling for current employees to adopt generative AI and acquire new talent to evolve how we use it.

TECHNOLOGY

? Is our technology stack adequately equipped for generative AI in terms of computing resources, data systems, tools, and access to models?

? How can we strategically partner with vendors and experts to accelerate our generative AI initiatives and avoid vendor lock-in?

RISK

? Where and how should we begin our generative AI journey based on our company's goals and risk tolerance?

? How can we stay compliant with evolving regulations for generative AI, including data protection and intellectual property rights?

Reinvent your field service operations

AI creates new opportunities to make the world work better for everyone. On the ServiceNow platform, customers already are using AI to streamline workflows and processes to realize significant efficiency gains in field service and unlock the potential of their technicians and dispatchers to do what's possible.

Generative AI has the potential to create even more value for your field service teams, facilitating significant gains in productivity and efficiency to take costs out of your field service operations. And in the process, accelerating how you meet customer needs to provide both customers and employees with an even better overall experience.

Put AI to work with the Now Platform and Field Service Management. Drive field service excellence at your organization.

Learn More

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