



# Tridion

## Five technology-driven trends for field services

What are forward-thinking field service operations doing to meet rising customer expectations?

Here are five of their hottest areas of investment.



### Knowledge management

Knowledge-sharing tools are becoming a must-have for field services, helping them deliver measurably better service.



Use of a knowledge management platform correlates with **>50%** reduction in MTTR<sup>1</sup>



### AR/VR

Augmented or virtual reality (AR/VR) devices are replacing unwieldy manuals, improving knowledge transfer with their immersive formats.

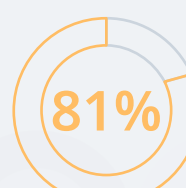


By 2025, **50%** of field service management deployments will include mobile augmented reality collaboration and knowledge sharing tools – up from less than **10%** in 2019<sup>2</sup>



### IoT

Connecting products to the internet of things (IoT) enables field service teams to shift from reactive to proactive repair and maintenance.

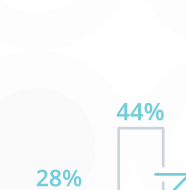


**81%** of industry leaders believe that smart connected products will be implemented in their teams within the next 5-10 years<sup>3</sup>



### Mobile tools

Real-time mobile access to information in the field is rising fast, making service much more responsive.

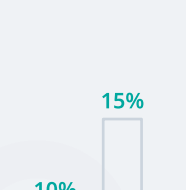


Today, only **28%** of companies equip more than half of their field teams with mobile technologies. Respondents project this will grow to **44%** by 2025<sup>4</sup>



### Personalization

Customers expect a highly personalized service – and the business case for it is clear.



Personalization most often drives **10-15%** revenue lift<sup>5</sup>

Many of these trends reinforce one another. In particular, the right type of knowledge management platform is a foundational technology enabling greater success with AR/VR, IoT, mobility and personalization.

Find out more [rws.com/tridion/field-services](https://www.rws.com/tridion/field-services)

1 TSIA, 2019 Field Services Technology Stack  
2 Future of Field Service, The 2020 Gartner Magic Quadrant for Field Service Management Paints a Picture of Progress, July 2020  
3 Field Service, 5 Future Trends from Leaders in Field Services, 2017  
4 Logistics Management, Zebra study: Number of field service providers operating predictively will double by 2025, April 2020  
5 McKinsey & Company, The value of getting personalization right—or wrong—is multiplying, November 2021