



3

REASONS

Field Service

EMBRACES

Contract Labor



FIELD NATION

Whitepaper

fieldnation.com



Introduction

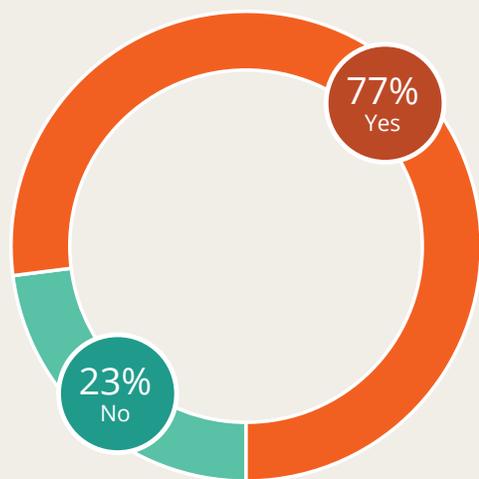
Changes in the field service industry have put significant pressure on margins. Longer hardware refresh cycles are pushing OEMs and resellers into new spaces in search of revenue growth. And, traditional Field Service companies are looking for ways to manage operating costs, while also expanding into new market segments in search of growth.

Blumberg Advisory Group and Field Nation conducted a study to observe how different organizations are shifting away from the traditional workforce to a contingent one. The data collected showed us that 77% of field service companies already use the contingent workforce to strengthen their position in the industry

This report discusses three major benefits companies experience by switching to an FMS (Freelance Management System) and field service marketplace. First, an increase in productivity; second, the ability to scale geographically and increase service lines; and third, an improved customer experience.

fig. 0-1

Percentage of Companies that Use a Contingent Workforce



1. Increase Productivity

Companies who use the contingent workforce report significant time savings, both internally and in the field. Specifically, field service companies that use an FMS and field service marketplace significantly cut operating costs as internal employees do less administrative tasks and focus on the high-value parts of their job. By using an FMS, companies can recruit faster, onboard quickly, and decrease their response times.

Recruit Faster

Recruiting service providers can take significant time and resources – if you don't have the right tools in place. 76% of companies who use an FMS with a marketplace recruit and hire new service providers in less than 10 days. 60% of those companies report that it takes less than 5 days.

Onboard In No Time

A major concern of switching to the contingent workforce is the length of time it takes to get service providers up to speed. Contrary to popular belief, 88% of companies that use a field service marketplace onboard new service providers in less than 11 days. And, 44% of those companies who use an FMS onboard in less than three days.

As for those who don't use an FMS, only 27% of companies report less than 11 days to onboard new service providers. And, only 11% can recruit and hire service providers in under 14 days.

fig. 1-1 **Speedy Recruiting**

Companies who use an FMS with a marketplace recruit and hire service providers fast.

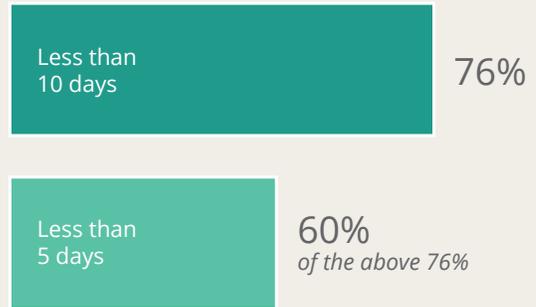
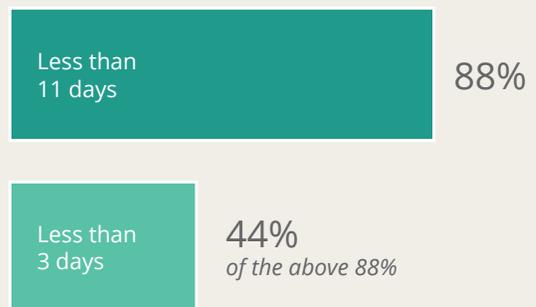


fig. 1-2 **Average Time to Onboard Service Providers**



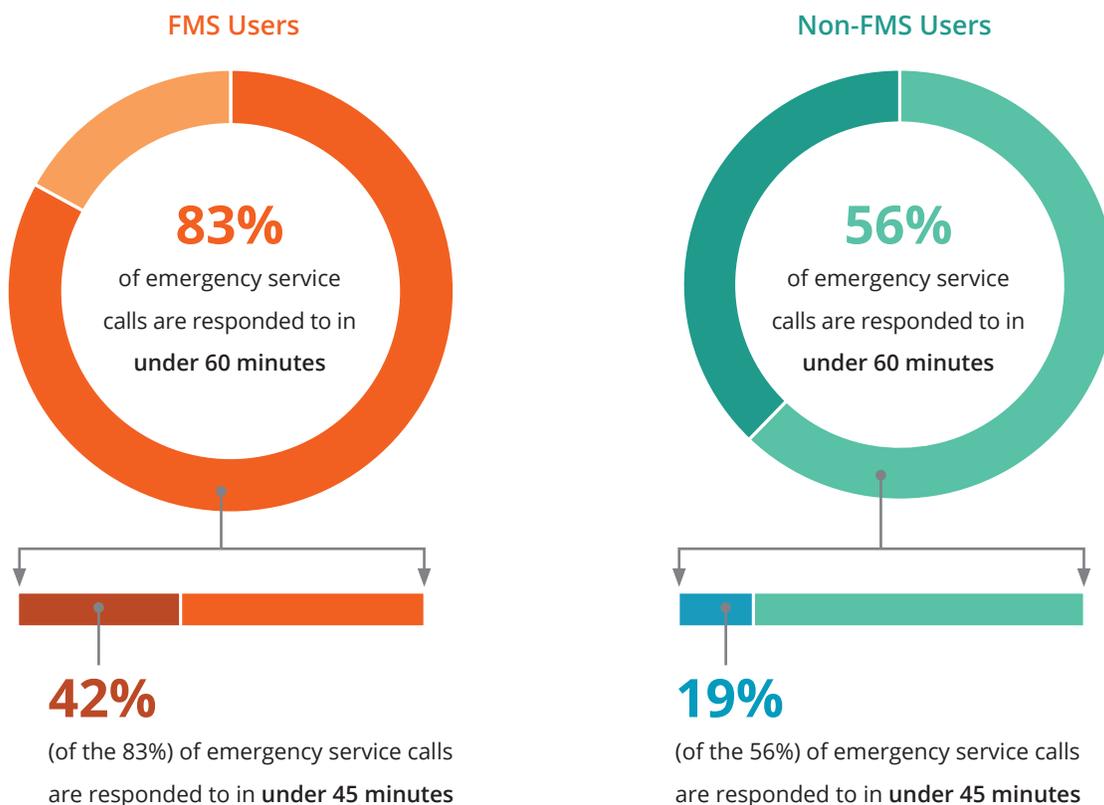
“ Dispatchers and project managers can recruit and hire service providers in just a matter of hours or days, instead of weeks. ”

Decrease Response Times

FMS users also report a significant decrease in service call response times. On average, 83% of emergency service calls are responded to in under 60 minutes - 42% of those in under 45 minutes. Whereas those who do not use an FMS report 56% in under 60 minutes - and 19% in under 45 minutes.

FMS users have access to tools that make their business far superior than those who do not. Dispatchers and project managers can recruit and hire service providers in just a matter of hours or days, instead of weeks. FMS users can focus on the expanding their business instead of wasting time on the phone recruiting.

fig. 1-3 Emergency Response Times for FMS Users vs. Non-FMS Users



2. Scale - Expand Geographic and Skill Areas

The ability to be agile and scale a workforce based on customer demands is the most important influencer for switching to the contingent workforce. Over half the survey respondents agreed they didn't have enough work in certain geographic markets to justify hiring a full-time field service engineer.

Companies who use a field service marketplace scale geographically and expand their service offerings.

fig. 2-1 Reasons Why Companies Use Contingent Workers



Scale Geographically

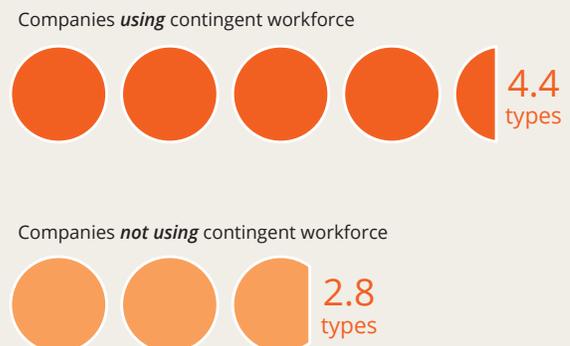
The contingent workforce combined with an FMS allows businesses to scale-up geographically without the constraints of a traditional workforce. Our study found that 80% of FMS users report improvements in geographic coverage when compared to using traditional labor.

Expand Service Offerings

Companies also use the contingent workforce to enter new service lines. Instead of hiring a full-time employee for a specialized skillset, companies use a service provider to complete specific jobs related to their skills. On average, companies who use the contingent workforce support more types of technology (4.4 types) than companies who do not (2.8 types).

With an FMS you can recruit and hire a specific skillset in a few days, anywhere in the United States at no cost to your bottom line.

fig. 2-2 Expand Service Offerings



Therefore, FMS users sit at the forefront of disruptive expansion - they are able to support more technologies in more geographic markets than other service organizations, with a fraction of the overhead.

3. Improve Customer Satisfaction

Despite industry concerns around quality, companies who use the contingent workforce have seen increased SLA Compliance, a decrease in project spend, lower labor costs, and increased quality of work. In fact, most companies with field service technicians no longer view full-time field service engineers as necessary to ensure quality service.

Meet Your SLAs

Meeting your SLAs are crucial to the success of your business. Best in class FMS users report a 98.2% SLA Compliance versus 81.1% for overall averages of non-FMS users.

fig. 3-1 SLA Compliance Rates of FMS Users vs. Non-FMS Users

Key Performance Indicator (KPI)	Use FMS	VS.	Don't use FMS
	Best in Class		Overall Average
SLA Compliance (%)	98.2		82.3

Fix it the First Time

Save time and money when your service providers complete a service call on the first try. Since service providers have to compete for your job, they are more engaged and likely to perform well on the first try.

On average, companies who use the contingent workforce have a first-time fix rate of 77.5%. Best in class FMS users experience a 96% first-time fix rate.

fig. 3-2 First Time Fix Rates of Contingent Workforce Users vs. Non-Users

Key Performance Indicator (KPI)	Use CWF	VS.	Don't use CWF
	Best in Class		Overall Average
First Time Fix Rate (%)	95.8		78.5

Vet Your Service Providers

Ensuring your service providers are reliable and have the skills you need is easier than you think. FMS users can search for service providers with specific certifications, background checks, or geographic locations. On Field Nation, you can create a Preferred Provider Network (PPN) that includes service providers who have completed work with you before. In fact, half of Field Nation users have used a PPN in the past year.

Experience a bad service provider? You can report or block them and Field Nation will remove them from the marketplace.

With an FMS, you can ensure the best service providers arrive onsite for your customers.

Overall Performance
★★★★☆
4.4
my company

86% Reliability
Timeliness

86% Detail Oriented

93% Deliverable Accuracy

98% Assignments Fulfilled

Imelda Mills
Minneapolis, MN
228-541-9299

Rating	Jobs	Distance	Ranking
★★★★☆ 4.4 my company	26 my company	0mi	266 pts
★★★★☆ 4.0 my company	1 my company	0.6mi	162 pts
★★★★★ 5.0 my company	1 my company	8.5mi	156 pts

Default ranking

Screenshot of Field Nation. Field Nation shows clients a detailed profile of each service provider so they can make an informed decision. View their rating, completed jobs, distance and ranking based on job needs and the service provider's skillset.

Conclusion

The data speaks for itself. Companies who use a contingent workforce and an FMS see significant improvement in their daily operations and bottom line. From increased productivity to scalable geographic coverage through improved customer experiences, more and more companies are reaping the benefits of the new workforce.



About Field Nation

Field Nation brings people together to accomplish great work. Field Nation's online platform combines deep marketplace coverage with complete project and work order workflow management platform to deliver onsite expertise anytime and anywhere it is needed. Deep business analytics, reporting and integrations to the most popular ticketing and accounting software means Field Nation delivers actionable insight while making it easier to get work done. Whether companies of 1 or 1000 need to manage internal staff projects, contingent workforce tasks or source local service for immediate needs, Field Nation is their choice to get work done. **Field Nation, Get Work. Done.**

SOURCE:

Michael Blumberg, Variable Workforce and Freelancer Management Solutions Study (2016).

**People.
Purpose.
Growth.**