

Trends in Service Operations



DIGITAL TRANSFORMS PHYSICAL



Summary Results | May 2022



EXECUTIVE OVERVIEW

Between March and May 2022, Gatepoint Research invited selected Service, Operations, Product and IT executives to participate in a survey themed *Trends in Service Operations*. 103 experts have participated to date.

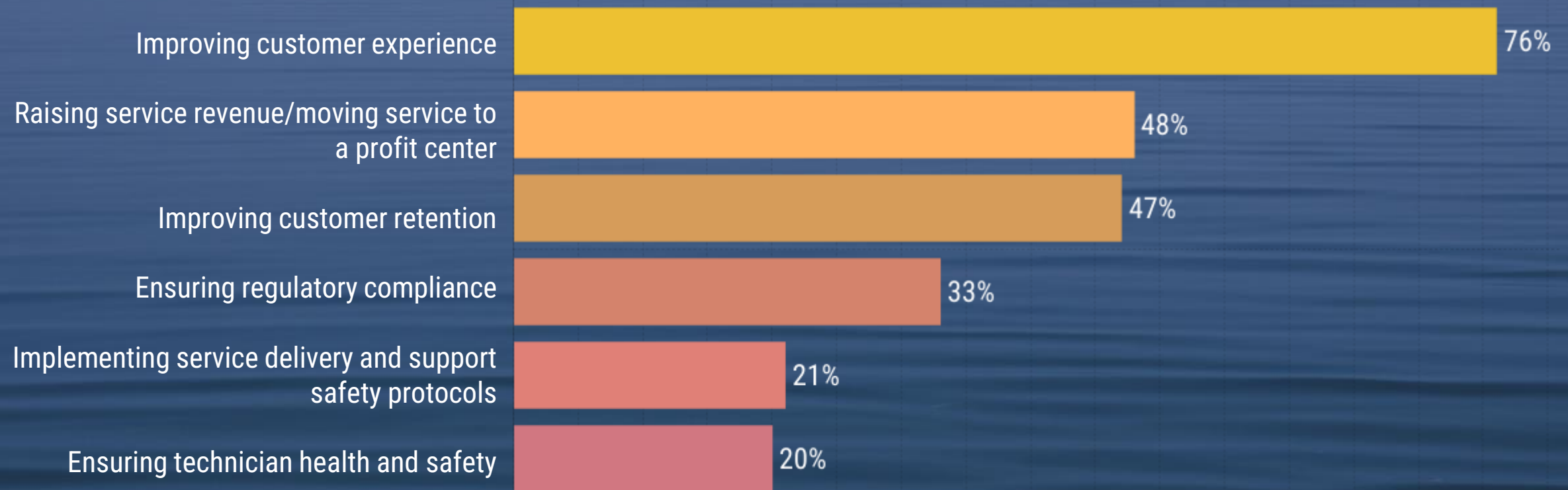
- Management levels represented are all senior decision-makers, influencers and other experts: 27% hold the title CxO or are VPs, 58% are directors, 8% are operations/plant managers, and 7% are product owners.

Inefficiencies are costly, and changes brought about by the pandemic have created new and different challenges to achieving efficiency, customer service, and other business goals. What are service operations teams doing to drive efficiency, cut costs and achieve all their most important objectives?

This survey asked respondents to report:

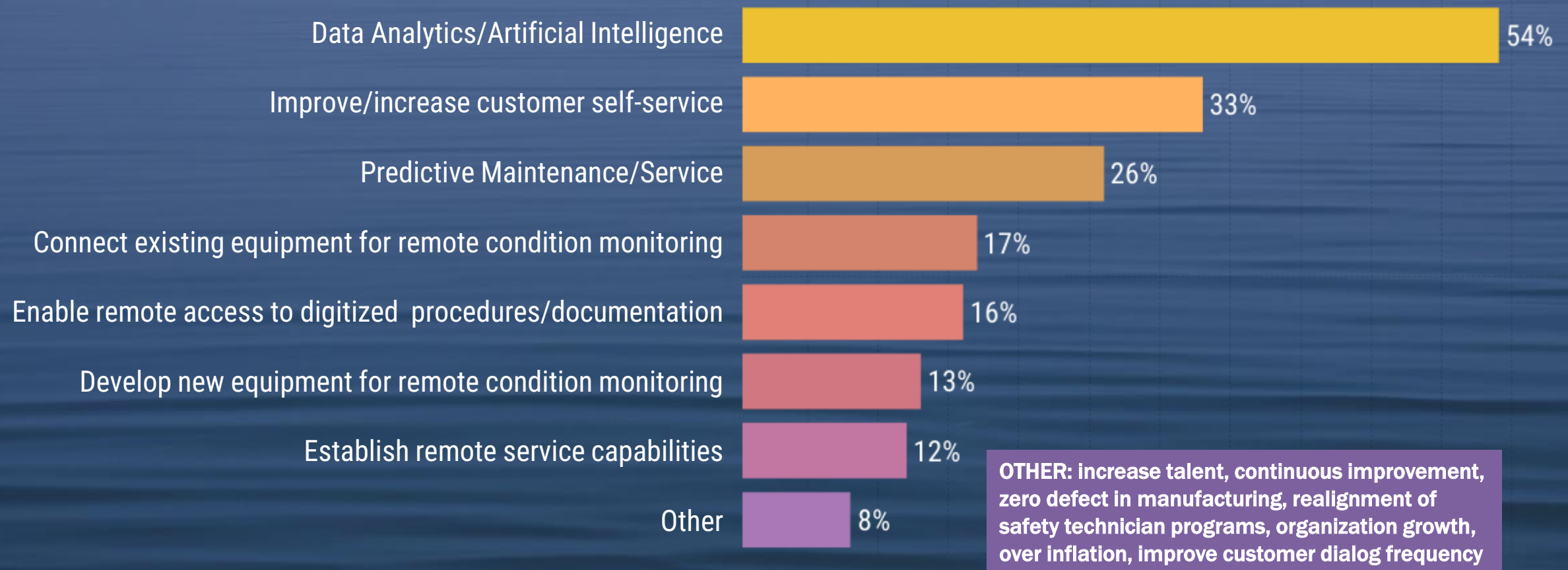
- What are their key near-term objectives, and what initiatives have they planned to support those goals?
- What has been the impact of recent global events on their operations? What other challenges are they facing?
- How are they helping workers achieve peak efficiency? Have they considered Augmented Reality (AR) and Industrial Internet of Things (IIoT) technology?
- How do they prioritize investments in technology?

What key business objectives are driving your organization over the next 12 months?



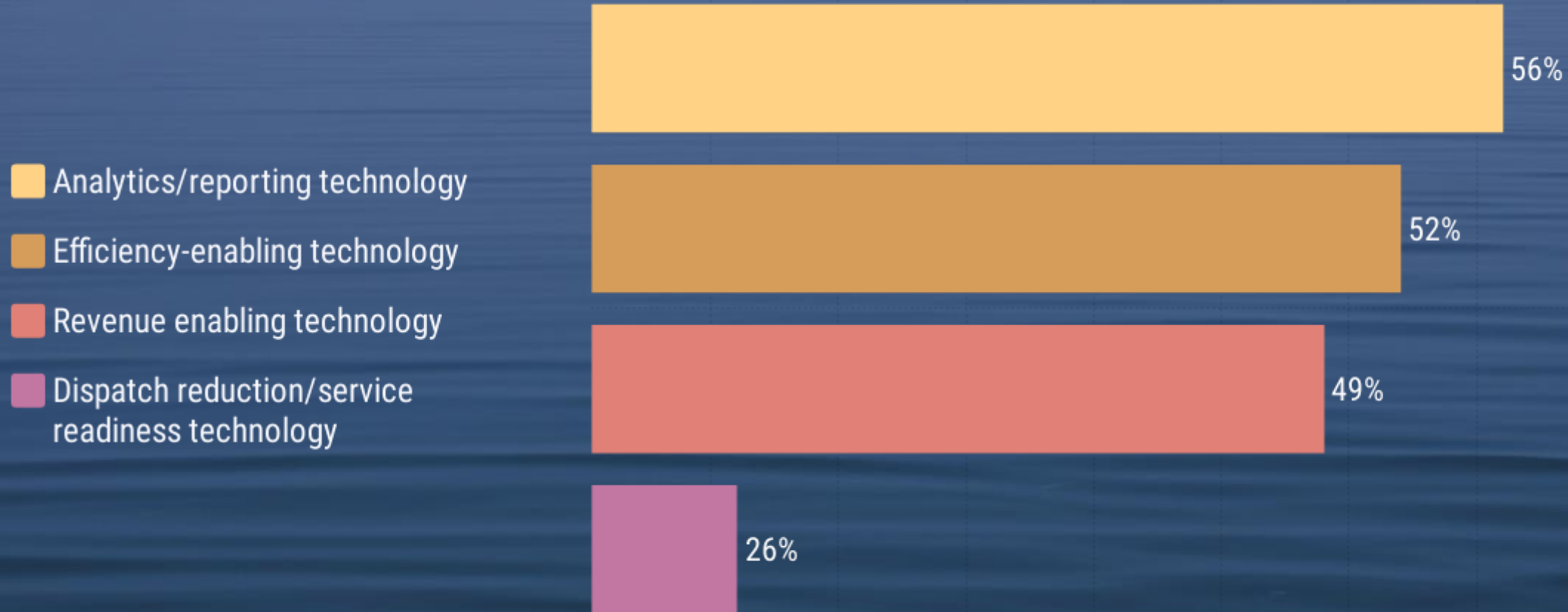
More than three quarters of survey respondents indicate customer experience improvement as the number one business objective driving their organizations in the near term. Just under half cited increasing service revenue and/or customer retention.

What initiatives will you undertake over the next 12 months to help achieve your objectives?



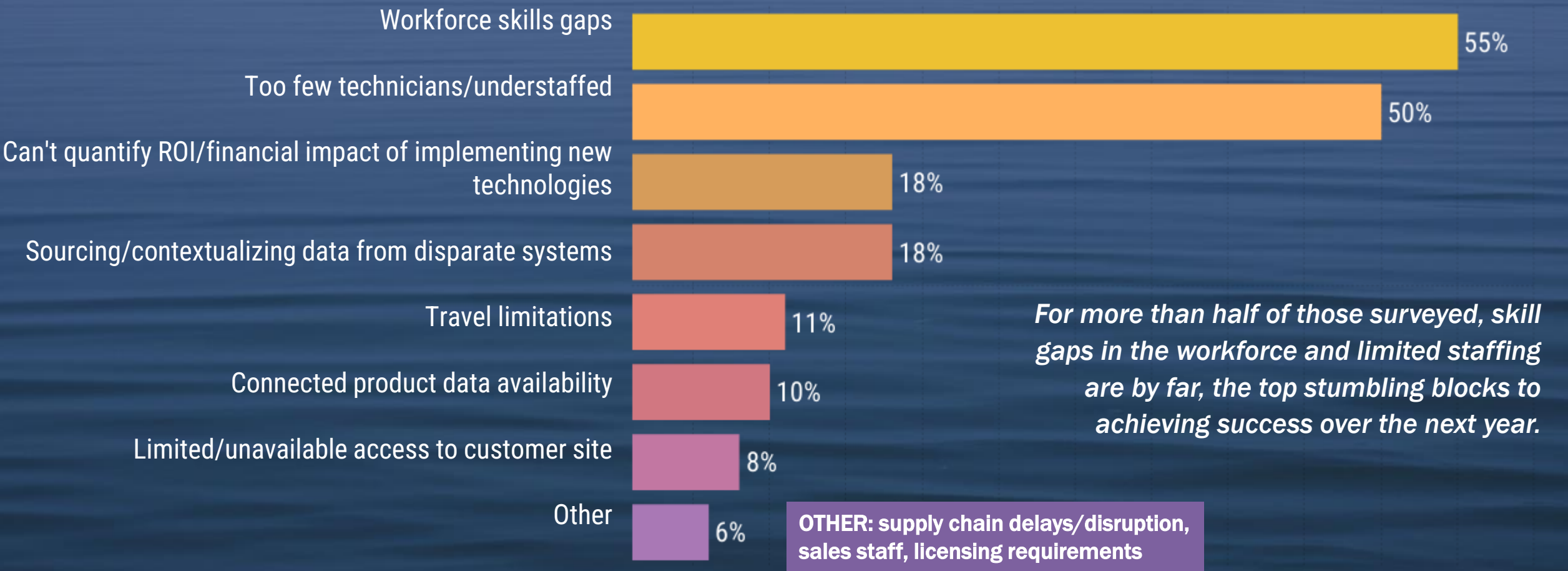
The top initiative responding organizations feel will support their business objectives is deploying data analytics with AI, reported by 54%. Other initiatives on the roadmap include increasing or improving self-service functions (33%), and the development of predictive maintenance capabilities (26%).

On which key initiatives has the current environment increased your organization's attention and focus?

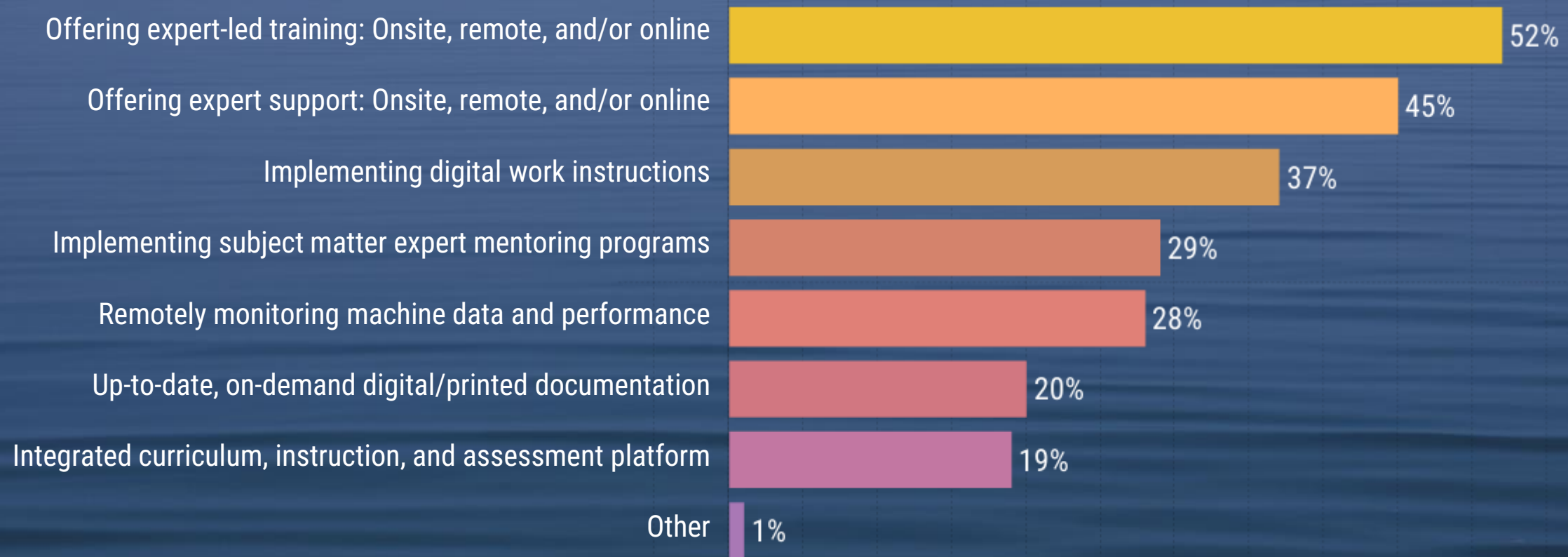


The current environment prompts 56% of those surveyed to pay more attention to analytics and reporting technology, such as AI. 52% say efficiency-enabling technology, like digitized procedures, has come into sharper focus for them. Another widely cited initiative is deploying revenue-enabling technology, such as smart, connected products, indicated by 49%.

What barriers might prevent you from meeting your operational objectives in the next 12 months?

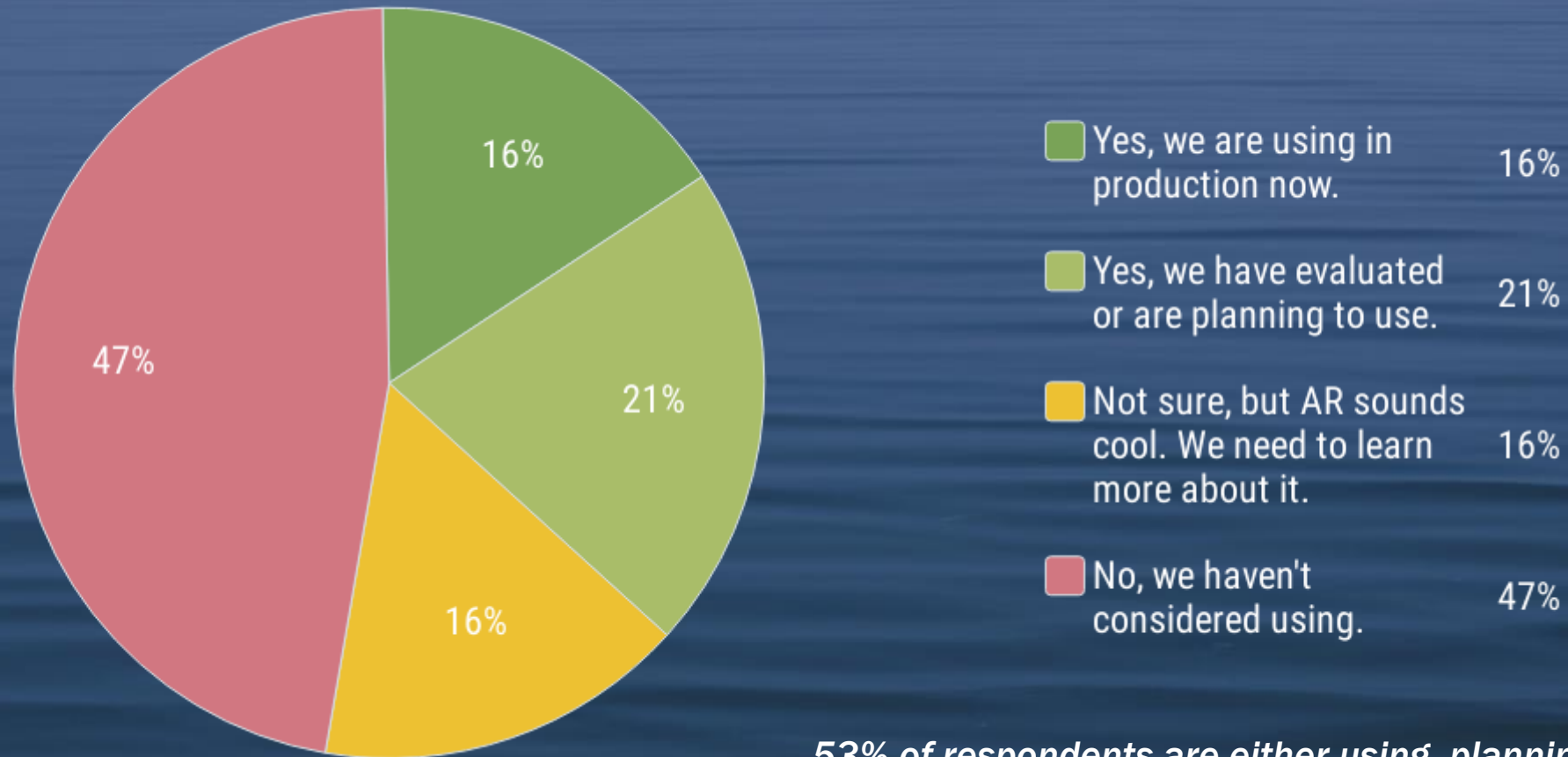


How are you providing information to help workers to improve service operations?



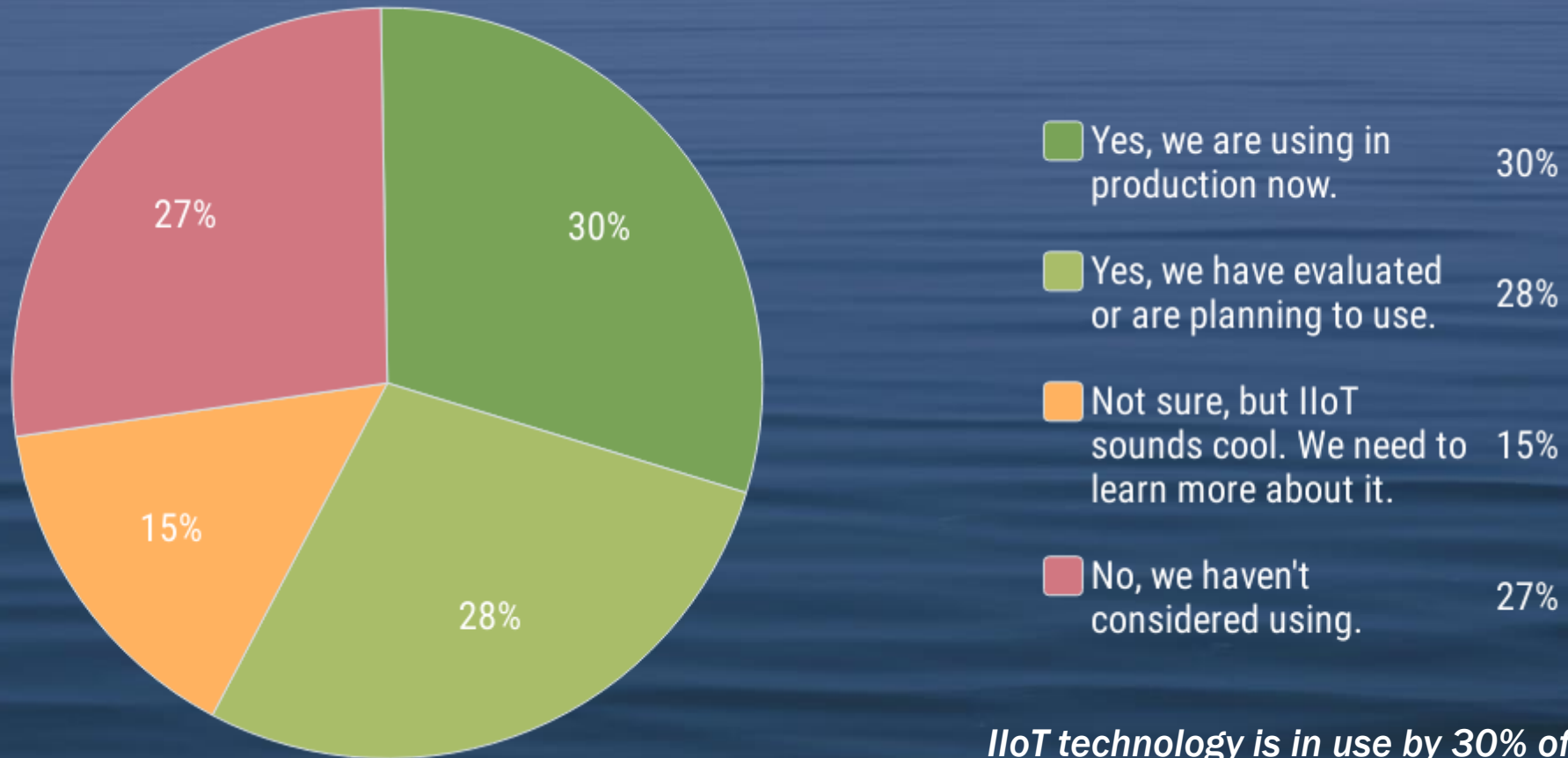
In their efforts to improve service operations, responding organizations are supporting their workers by providing them expert-led training (reported by 52%) and expert support (45%), digital work instructions (37%), SME mentoring programs (29%), and remote machine monitoring (28%).

Have you considered using Augmented Reality (AR) technology to improve service operations?



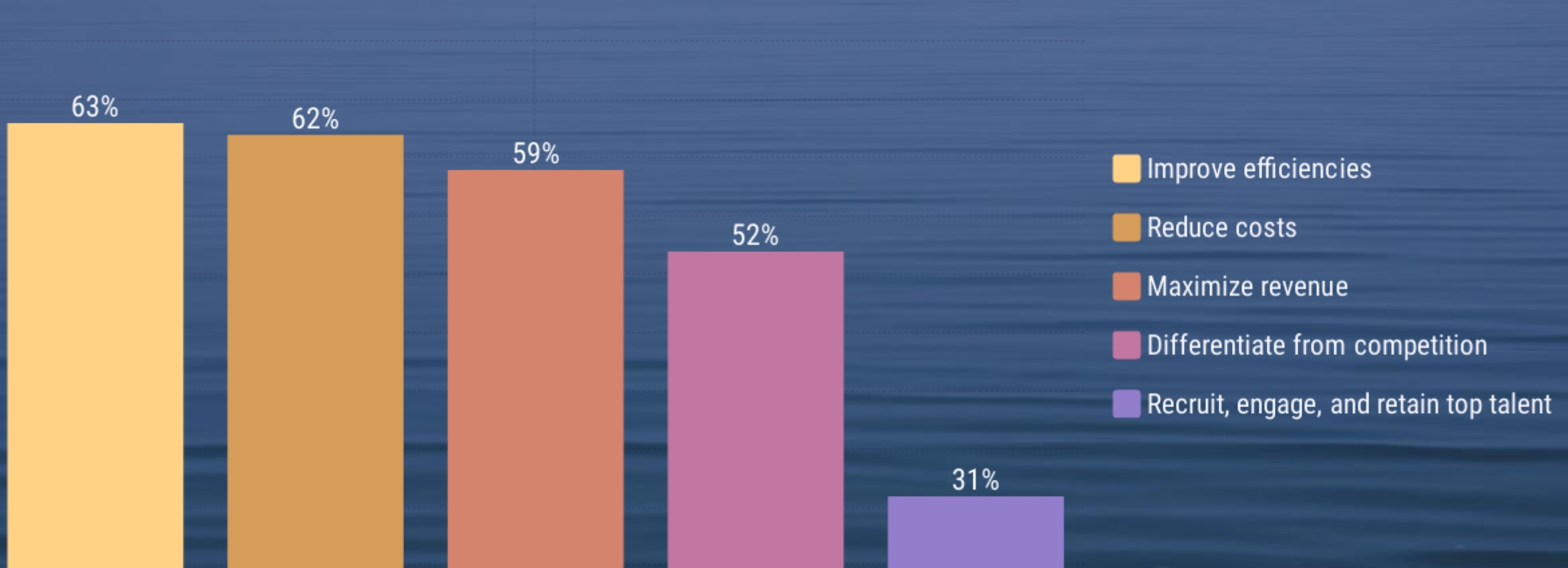
53% of respondents are either using, planning to use, or would like to know more about AR.

Have you considered using Industrial Internet of Things (IIoT) technology to improve service operations?



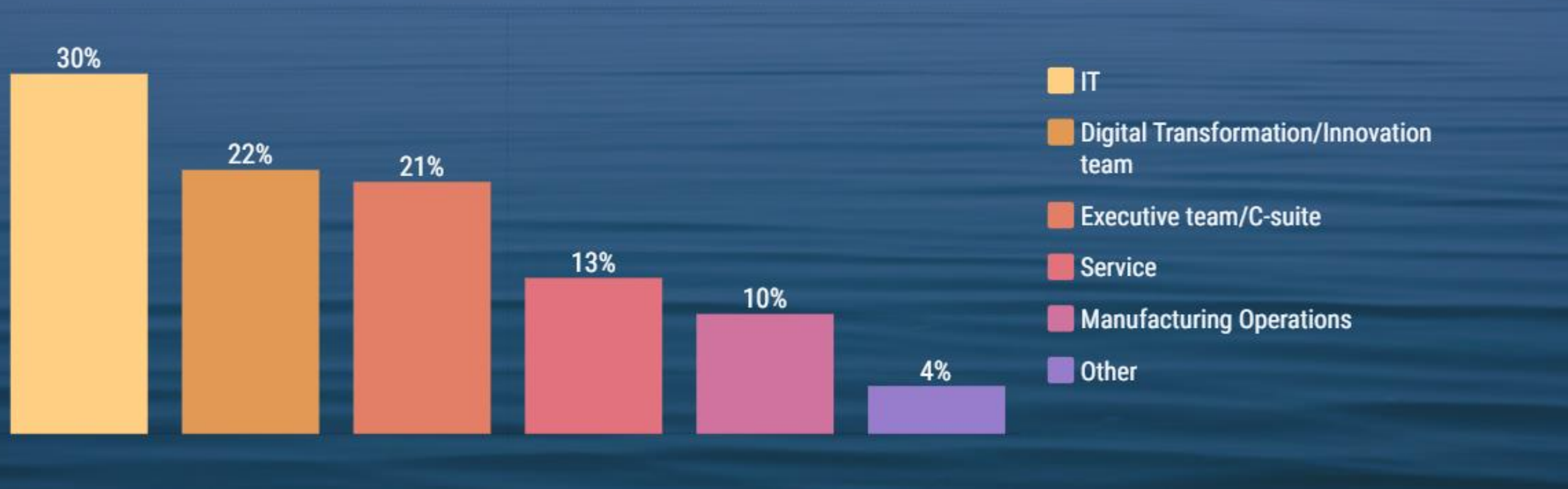
IIoT technology is in use by 30% of respondents. Another 43% are planning to use it, or are interested in learning more.

How does your organization prioritize technology investments?



Most survey participants say their organization prioritizes investments that will improve efficiencies (63%), reduce costs (62%), maximize revenue (59%), and/or differentiate themselves from their competition (52%). Not as many, but still a significant 31%, prioritize investments to attract and keep top talent.

Which team leads the selection decision for service-centric software solutions?

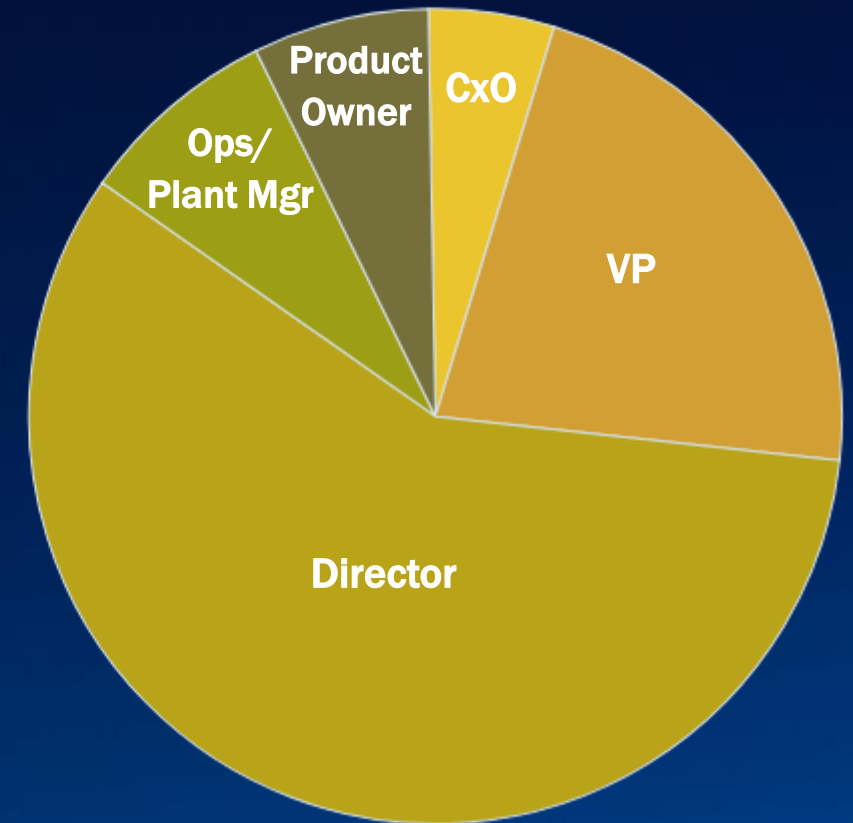


Most respondents say IT's opinion is what matters the most when a decision for service-centric software is being considered.

JOB LEVEL

85% of survey participants hold director or executive level positions in their organization.

CXO	5%
VP	22%
DIR	58%
Operations/ Plant Manager	8%
Product Owner	7%





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