

business, revealing what's working and what isn't. Keep an eye on the right metrics—and get a little help along the way—so you can enjoy



Kick the Tires with These

Trend Spotting

for your business? Do customers request maintenance or repairs at certain times?

Do you see any typical spikes or slow periods

1. Sales Revenue

Know how much money you're bringing in from selling services and/or products.

2. Gross Margin Know the percentage of every dollar you

get to keep as profit. Gross Margin = (Sales Revenue - Service

Cost) / Sales Revenue

Bonus!

Surveys help you understand where new customers are coming from.

3. Advertising ROI Know which platform customers are using

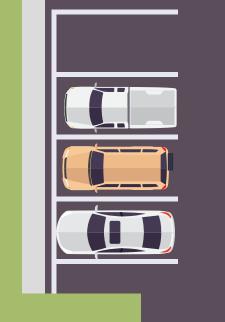
when they encounter your ads and how effective your advertising efforts are. Advertising ROI = Campaign Returns /

Campaign Costs



relative to your monthly fixed and variable costs. Your total cost of operations should ideally be below 30 percent of your total profits. Monthly Revenue = Profit - Fixed and Variable Costs

Know how much your business is bringing in





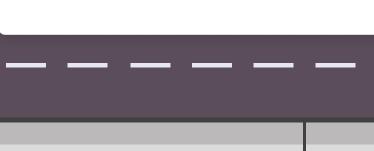
KPIs for Efficiency

Tune Up Your Engine with

6. Mean Time to Repair

order. Mean time to repair reflects the average time it takes for techs to perform on-site repairs. Are repairs taking too long? Give

Know how long it takes to complete a work



many jobs your team can handle. Schedule and complete more jobs when your team is on top of their game.

5. Average Response Time

Know how long your technicians take to start

new jobs. Response time influences customer

satisfaction, plus it provides a gauge for how

your technicians access to resources, materials, and technology to boost their efficiency.



customer request. Technicians may have to return to a job multiple times during

Know the difficulty of completing a

7. Repeat Visits

the service period before it's finished.

discover different problems in the process of solving the first one. Leverage their insights in the field

8. Increase Average Ticket Price

Know how to facilitate upselling. Technicians often

to boost revenue and customer trust.



Excessive repeat visits may signal

or additional technician training.

a need for scheduling improvements



Rev Your Engine with

With mobile access to field service management

services and products, and customers can accept

an estimate right then and there.

(FSM), technicians can provide quotes for additional





Business Growth KPIs

Gauge your overall efficiency. In-field payments could shorten the start-to-finish

Gain insights into technician productivity. If utilization is lackluster, you may need to improve scheduling and foster in-field communication.

completion window.

9. Mean Time to Complete

Know how long it takes to complete an entire

job cycle. Mean time to complete reflects the

full service cycle—from initial dispatch call

to scheduling, servicing, and billing.

Trend Spotting

base and repeat customers. Learn what's working and what isn't

by studying what keeps your best customers coming back for more. 12. Revenue per Lead

11. Customer Retention

around. Customer retention shows

Know whether customers are sticking

whether you're growing your customer

If you're closing a small percentage of all leads, this may signal that it's time for a

of closed leads?

change—whether it's your strategy, prices, or track record getting in the way.

Know how many leads you capture and how

much they're worth. What's your percentage

With field service management software from Service Fusion,

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