

The More You Know: 12 Data-Driven Solutions for Commercial Service Business Growth

Field service success looks different between your phase of business growth and the function areas that hold the spotlight. Tracking key performance indicators (KPIs) helps you scale your commercial service 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 the little things.**

Kick the Tires with These Standard KPIs

Trend Spotting

Do you see any typical spikes or slow periods for your business? Do customers request maintenance or repairs at certain times?

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

4. Monthly Revenue

Know how much your business is bringing in 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

Tune Up Your Engine with KPIs for Efficiency

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 many jobs your team can handle.

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

6. Mean Time to Repair

Know how long it takes to complete a work order. Mean time to repair reflects the average time it takes for techs to perform on-site repairs.

Are repairs taking too long? Give your technicians access to resources, materials, and technology to boost their efficiency.

7. Repeat Visits

Know the difficulty of completing a customer request. Technicians may have to return to a job multiple times during the service period before it's finished.

8. Increase Average Ticket Price

Know how to facilitate upselling. Technicians often discover different problems in the process of solving the first one. Leverage their insights in the field to boost revenue and customer trust.

Excessive repeat visits may signal a need for scheduling improvements or additional technician training.

Rev Your Engine with Business Growth KPIs

With mobile access to field service management (FSM), technicians can provide quotes for additional services and products, and customers can accept an estimate right then and there.

10. Technician Utilization for Billable Hours

Know how much time your techs spend on the clock. Technician utilization measures productive, billable hours—not idle or driving time.

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.

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

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

11. Customer Retention

Know whether customers are sticking around. Customer retention shows whether you're growing your customer base and repeat customers.

Trend Spotting

Learn what's working and what isn't by studying what keeps your best customers coming back for more.

12. Revenue per Lead

Know how many leads you capture and how much they're worth. What's your percentage of closed leads?

If you're closing a small percentage of all leads, this may signal that it's time for a change—whether it's your strategy, prices, or track record getting in the way.

The Finish Line

Efficiency and Operational Success with Field Service Management Software

With field service management software from Service Fusion, you can unlock a new world of opportunities for business growth, whether it's from your office or your living room.

- ✓ GPS fleet tracking to get more from technicians
- ✓ Drag-and-drop scheduling and dispatching
- ✓ Easy online estimates
- ✓ Virtual invoicing and payments
- ✓ Flexible payment options with FusionPay
- ✓ Time tracking and payroll

Achieve optimal performance—*plus* get more time with your loved ones—with field service management software.

Download our new guide, *How to Get Out of the Office While Maintaining Business Growth*, today.

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