

CustomerX Insights

FSM Heatmap 2025

- Field Service Management (FSM) Heatmap 2025
- Cross-sector challenges and opportunities

Executive Summary

- FSM adoption is uneven across industries — Construction, Mining, and Marine lag Automotive.
- Predictive maintenance and Telematics are the top growth areas.
- Customer Experience (CX) or equivalent (e.g. operational readiness in Defence) remains a widespread gap.

FSM Opportunity Heatmap

Industry	Scheduling	Telematics	Parts/Inventory	CX / Readiness	Predictive Maint.
Automotive	Green	Green	Amber	Amber	Green
Construction	Amber	Amber	Red	Red	Amber
Marine	Red	Amber	Amber	Red	Amber
Mining	Amber	Amber	Red	Red	Amber
Defence	Amber	Amber	Amber	Amber	Green
Powergen	Amber	Green	Amber	Amber	Green
Oil & Gas	Amber	Amber	Amber	Amber	Green

Use Case:

- Construction Equipment OEM - predictive maintenance focus → ~15% cost reduction.
- Marine OEM — digital parts inventory → ~20% downtime reduction.
- Mining Operator — telematics scheduling → improved equipment utilisation by ~10%.
- Oil & Gas Operator — FSM readiness systems → reduced offshore downtime by ~12%.

These examples are based on industry benchmarks and published case studies. They illustrate typical FSM value outcomes rather than client-specific results.

Questions to Ask Your FSM provider or develop for your FSM system

- How do you integrate telematics with service scheduling?
- What predictive analytics models are built into your FSM platform?
- How does your FSM system support customer experience (CX) or operator readiness?
- Others (?)