What is The Cost of Field Service Management Software?

What is The Cost of Field Service Management Software?

There are dozens of field service management (FSM) software tools on the market, and the prices can have a lot of variance. We can't necessarily assign exact numbers to each potential option for your business in this white paper, but we can give you different ways to think about making the purchase -- especially if you're a small business field service operation.

Price vs. Value

This is where you need to start your thinking. There's a famous quote, often attributed to Warren Buffett, that reads like this: "Price is what you pay. Value is what you get." There are hundreds of ways to illustrate this, but think about it in your personal life: a smartphone may cost you $500 (price), but because it stores so much of your day-to-day information and needs, the value may be significantly higher than that. It's the same with FSM software. Small businesses often see big costs for some platforms and make decisions based entirely on price. That's natural because SMBs have less fiscal resources than bigger companies, but smart field service operations make decisions based on value. In fact, if you need a primer for how to convince your decision-makers about making the FSM software purchase, we worked up a white paper on that recently too.

The Different Pricing Systems

Each FSM platform is a little bit different, but in general, there are three pricing models:

- ⊘ **Pay per franchise**
- ⊘ **Pay per user or admin**
- ⊘ **Pay per employee or field tech**

Pay per franchise usually has a monthly fee per franchise or location, as well as a startup/install fee. The startup fee is usually $2,000+ and the monthly fee is typically somewhere from $30-$250 per location.

Pay per user is also sometimes called pay per admin; you pay based on the number of people who need access to the system, either overall or at specific levels. Usually this is somewhere around $50 per user per month, plus install fees. If you need custom features, this can run a little bit higher.

Pay per employee or field tech is similar to pay per user, although more judged on the number of field technicians you have. The prices are similar; it's usually $50 per user (with a range on either side) plus install costs.

Optsy

Buyer Power

From 2012 to 2016, FSM software prices actually decreased -- not by a huge amount, but a little over 1%. This has increased buyer power in the space, so definitely consider purchasing FSM software soon if you don't already use it. And yes -- there are free FSM software options on the market, although most of them lack the features necessary to power a small business successfully.

Key Considerations

We also have done an eBook on this, but make sure that any FSM software you consider:

- ⊘ Is Mobile-first
- ⊘ Works with your existing systems/processes
- ⊘ Is easy to deploy
- ⊘ Has customization potential

If you have any questions about costs, pricing, or proving ROI on FSM software, please feel free to contact us.