

**Employment Growth: 2020 - 2030**

**BLS + 7%** (+392,500 Jobs)

Employment in Installation/Maintenance/Repair occupations is projected to grow 7 percent from 2020 to 2030, about as fast as the average for all occupations, and will result in about 392,500 new jobs.



**Global Aging Workforce Retirement Crisis**



The number of people aged 65 or older is projected to reach 1.5 billion by 2050. According to the latest population estimates and projections from UN DESA's Population Division, 1 in 6 people in the world will be over the age 65 by 2050, up from 1 in 11 in 2019.



**Employee Engagement Crisis Grows**

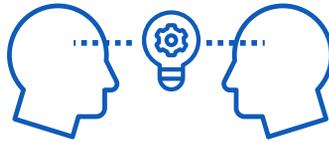
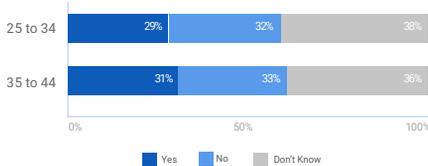
According to the 2021 Voice of the Field Service Engineer (VoFSE) study, 60% of FSEs (Technicians) ages 25-44 do not plan to be an FSE (Technician) for the duration of their career.

**How Many Technicians are Leaving Field Service?**

Plan to Leave or Don't Know

**60%**

ALL Field Service Engineers (Technicians)



**FIELD TECHNICIAN Dynamics**

**More Knowledge & Training Required**  
 91% - Greater Knowledge Required  
 89% - More Technical Skills Required  
 75% - More Complex Products

**Top Dislikes of Day-to-Day Job**  
 (58%) Paperwork & Administrative Tasks  
 (26%) Management & Customer Pressures - Faster  
 (25%) Time Finding Information

**CUSTOMER Dynamics**

- Consumerization Increasing Pressure – Faster Service & Support
- Remote Support (Digital First), Do it Yourself (DIY) - Customers expect immediacy and would rather self-serve than wait for a technician)
- Evolving Commercial Partnership Structure – Predictive & Outcome-Based Services

**2022 Service Leader's Agenda: Top Challenges**

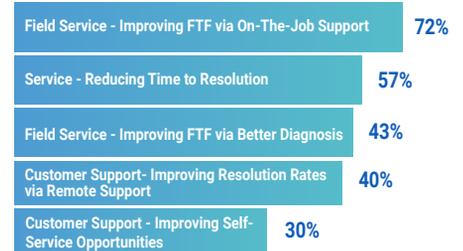
Internal Challenges	External Challenges
42% Lack of resources to support service demand	55% Changing customer expectations – service delivery
27% Workforce engagement & retention	50% Workforce & talent shortage

**2022 Service Leader's Agenda: Technology Investment Plans**

**8 of 10**

Service Leaders planning a new or expanded Augmented Reality (AR) deployment

**What major problems will Augmented Reality (AR) solve?**



**John Carroll**  
CEO & Founder

**Analyst Take**

Multiple factors are driving the skillset shortage and knowledge gap in field service, including a lack of employee engagement, a retiring workforce, and shifting customer dynamics. Thoughtful deployment of augmented reality (AR) and visual support technology will help service leaders build a more sustainable workforce in a multitude of ways:

- Aids in up-skilling, re-skilling, and cross-training field service technicians.
- Provides performance support for complex or unfamiliar tasks.
- Reduces time spent searching for information and increases technician efficiency.
- Increases technician safety, avoids unnecessary site visits, and increases compliance.
- Improves customer satisfaction (CSAT) and experience (CX) through more efficient and convenient resolutions.