

The on-time advantage

How scheduling precision
wins field service renewals



From four-hour windows to precise arrival times:
scheduling decisions that keep customers renewing

By 5:45 AM, the dispatch manager at 30-van ABC HVAC has already started building the day: which technicians cover each zone, which jobs can run back-to-back, which afternoon appointments are at risk if the morning runs long.

The windows were set over the preceding days. Today, the job is figuring out whether the schedule can keep them.

That same morning, a customer wakes up to two notifications. The first is from ABC HVAC, booked for that morning: “Your technician will arrive between 8 AM and noon.” The second is from a delivery carrier: “Your order is arriving at 2:14 PM today.”

ABC was having trouble keeping its commitments in order across booking, scheduling and service delivery. Most days when conditions changed, dispatchers scrambled to manage exceptions by phone, sent drivers to jobs they couldn’t close on the first visit and had to drop or postpone jobs. Customers were complaining about the service and threatening to switch to a competitor.

The good news is, ABC was about to pilot a new routing economic model that aimed to make it easier to book and keep appointments, increase the number of completed

jobs per day, improve customer service and increase revenue. The plan: build the route before confirming the appointment window, taking into account vehicle location, fuel consumption, technician hours, skills and current job commitments. By validating the route first, fleets only offer appointment windows that reflect what they can actually deliver.

That’s the economic routing model. Now see how the shift played out for ABC across the three key moments of field service delivery: **booking, scheduling and arrival**.



DAY IN THE LIFE

A 30-truck HVAC operation — before and after route-aware scheduling

How the same day looks at each of the three moments that determine whether a customer renews



Scenario modeled on a 30-truck HVAC operation. Source: Geotab internal data.

Table of contents

MOMENT

01

When you set
the window

MOMENT

03

When the
technician
arrives

CHAPTER

05

The
sequencing
decision

MOMENT

02

When you
build the day

CHAPTER

04

When all three
moments work



01

When you set the window

02

When you build the day

03

When the technician arrives

04

When all three moments work

05

The sequencing decision

MOMENT 01

When you set the window

ABC’s routing pilot has begun.

ABC HVAC’s routes for the day were built before the first customer called. By 7:30 AM, three technicians were already in the field with sequenced routes — no backtracking, no uncertainty about whether the morning schedule could hold.

At 8:15 AM, a customer in the east zone calls to book routine maintenance for the following day. She asks about a morning slot. The coordinator doesn’t evaluate it. The system already has. Adding a job to the east zone before noon would displace two higher-value installations already sequenced for that morning. Afternoon is where she fits without putting existing revenue at risk. The coordinator offers 1-3 PM and 3-5 PM. The customer picks the earlier slot.



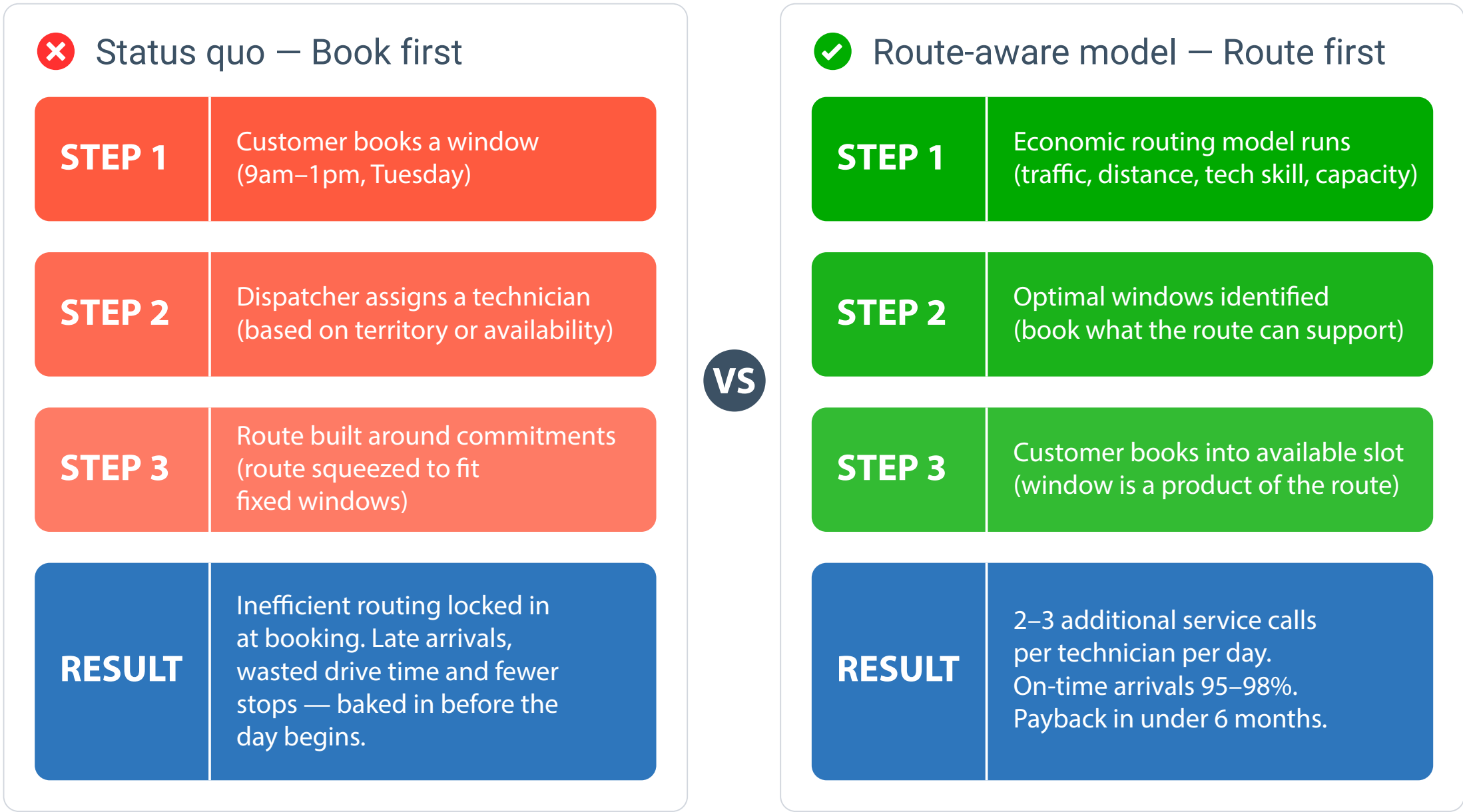
- 01 When you set the window
- 02 When you build the day
- 03 When the technician arrives
- 04 When all three moments work
- 05 The sequencing decision

Route first, window second

The options the coordinator presented weren't pulled from an open calendar. They were the output of a routing model that had already evaluated job revenue, technician location, drive time between stops, estimated job duration, skill requirements and current route load, then identified which slots could be added without displacing existing commitments.

That evaluation runs at the moment of booking. By the time the customer calls, the system has already determined what the operation can offer.

The sequencing gap: How the booking decision shapes everything that follows



01

When you set the window

02

When you build the day

03

When the technician arrives

04

When all three moments work

05

The sequencing decision

MOMENT 02

When you build the day

By mid-morning, the ABC HVAC dispatcher can see the day is holding. Jobs are sequenced, technicians are on route and the two high-value afternoon installations are protected. They're monitoring, not managing.

At 9:04 AM, a tech calls in sick. The dispatcher doesn't need to work the phones. The system identifies the closest available technician with the right certification, calculates the route impact and proposes a reassignment that keeps the afternoon priority jobs intact.

The dispatcher approves. The replacement technician sees the updated job in the app without a call. Customers whose windows shifted get updated ETAs before they have reason to call. By 9:12 AM, the revised schedule is running.

The east zone customer who booked the 1-3 PM slot doesn't know any of this happened. Her window held.



- 01 When you set the window
- 02 When you build the day
- 03 When the technician arrives
- 04 When all three moments work
- 05 The sequencing decision

When plans change, the route adapts

Before the pilot, a sick technician at 9 AM meant 20 minutes of phone calls, manual reroutes and customers notified after the fact. With route-aware scheduling, the dispatcher doesn't improvise; the system recommends the right technician, with the right certification, with the downstream route impact already calculated. They act on a recommendation, not a best guess. The technician gets the updated job in the app. No call, no delay.

A sick technician is one scenario. A job that runs long, a late parts delivery, an emergency call-in — every mid-day change gets evaluated and optimized the same way. The dispatcher isn't building contingency plans. They're reviewing recommendations and handling the exceptions that actually need their judgment.

Every variable, one optimized schedule — Geotab Routing & Optimization evaluates technician certifications, vehicle capacity, time windows, job duration, appointment revenue and overtime to build and rebuild the day's schedule. A high-revenue afternoon appointment isn't deprioritized because a lower-value morning job ran long. The system builds the schedule that completes the most jobs, protects margin and matches the right certification to each task.

↓ **20-55%**

Fleets that switch from static planning typically cut scheduling time from hours to minutes and reduce operating costs by 20-55%



01

When you set the window

02

When you build the day

03

When the technician arrives

04

When all three moments work

05

The sequencing decision

MOMENT 03

When the technician arrives

At 1:03 PM, the technician assigned to the east zone job arrives. The confirmation sent the previous morning said 1-3 PM. She’s on time. The system matched her certifications to the job at booking. The service call closes without a return visit.

First-time fix starts at booking

Before the pilot, technicians arrived at jobs they couldn’t always close — wrong certification, missing equipment, a call to a colleague that turned a 45-minute service call into a second visit. From ABC’s side, the day ran the way a day should: jobs matched to the right technician, no afternoon spent catching up on a schedule that unraveled at 9 AM. The customer got the window that was promised, and the job was done on the first visit.

That’s what compounds at renewal. When something shifts mid-day the system optimizes and sends the customer an updated arrival time before they have reason to call.

On-time arrival as a competitive advantage — Only 39% of field service organizations say their AI scheduling and routing is very effective. When your technicians show up in the window you committed to, you stand out from competitors who are consistently late. Fleets using Geotab Routing & Optimization see on-time performance of 98% and mileage reductions of 15-30%. Companies that give customers reliable arrival windows and proactive updates are the ones that earn the next contract.



01

When you set the window

02

When you build the day

03

When the technician arrives

04

When all three moments work

05

The sequencing decision

CHAPTER 04

When all three moments work

The three moments aren't independent. A window set accurately at booking is what makes mid-day reoptimization meaningful: there's something worth protecting. And it's what makes the arrival credible: the customer confirmed a window she could plan around and the technician showed up inside it.

When that sequence holds consistently, the company, the tech and the customer all get what they need. The dispatcher runs a day they can trust. The technician works a route that is manageable. The customer gets a window she doesn't have to monitor.

The math compounds quickly: 60 to 90 additional service calls per month from the same crew, without adding headcount or extending hours. The routing model returns its cost in under six months. The retention advantage doesn't have a payback period.

The system running these three moments is MyGeotab. The data it draws on — driver hours, vehicle location, job history, maintenance records — is already in your fleet. Routing optimization activates it.

Eleven months after booking that 1-3 PM slot, a competitor calls ABC HVAC's customer. Same service, similar price. She thinks about the past year: the technician who arrived when the message said she would, the time a schedule changed and she heard about it before she had reason to call. The competitor can match the price. They can't match a year of that.

ABC HVAC runs a different operation now. Not a bigger one — the same 30 vans, the same crew. But the schedule holds, the windows land and customers are no longer threatening to leave.

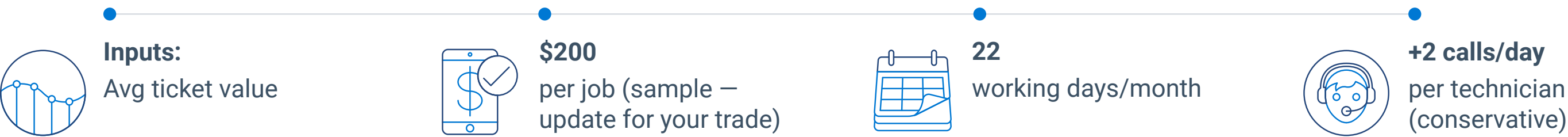


- 01 When you set the window
- 02 When you build the day
- 03 When the technician arrives
- 04 When all three moments work
- 05 The sequencing decision

The ROI of route-aware scheduling

What 2–3 additional calls per technician per day means for your fleet

Modeled at an average service ticket of \$200 (HVAC/plumbing/electrical). Adjust for your trade.



Fleet size	Added calls/month	Added revenue/month	Added revenue/year	Payback period
20 trucks Small / owner-operator	880	\$176,000	\$2.1M	Under 6 months
50 trucks (Most common) Mid-size regional operation	2,200	\$440,000	\$5.3M	Under 6 months
100 trucks Large / multi-branch	4,400	\$880,000	\$10.6M	Under 6 months

Sample figures based on Geotab internal data: 2–3 additional service calls per technician per day, ROI payback under 6 months. Revenue model uses \$200 avg ticket — adjust for your trade. Actual results may vary.

2–3

Additional service calls per technician per day

10%+

Productivity gain across the fleet

<6^{MO}

Typical ROI payback period

01

When you set the window

02

When you build the day

03

When the technician arrives

04

When all three moments work

05

The sequencing decision



CHAPTER 05

The sequencing decision

The dispatcher at ABC HVAC didn’t change how they coordinate the team. They stopped building routes from scratch each morning and started confirming the already-optimized schedule. That shift typically adds more than 10% to fleet productivity, compounding from the first month.

Closing the sequencing gap means activating the capability your fleet already contains.

Request a live demo to see how Geotab Routing & Optimization would build tomorrow’s schedule for your operation.

- 01 When you set the window
- 02 When you build the day
- 03 When the technician arrives
- 04 When all three moments work
- 05 The sequencing decision

About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab’s open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data.

The in-vehicle device provides additional functionality through IOX Add-ons as an IoT hub. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, focus on sustainability, optimize fleets by reducing fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab’s products are represented and sold worldwide through Authorized Geotab Resellers.

To learn more, please visit www.geotab.com and follow us [@GEOTAB](#) and on [LinkedIn](#)

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