



Field Service Firms Using Software Report Faster Revenue Growth

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New industry trends in technology adoption prompt expanded platform development from field service software provider

A growing body of research suggests that field service businesses ? including landscaping, HVAC, plumbing, and pest control companies ? that adopt integrated software platforms are outpacing competitors who continue to rely on manual processes. In response to these trends, Zentive, a provider of field service management software, has announced expanded platform capabilities designed to help small and mid-sized service companies modernize their operations and accelerate growth.

Industry analysts tracking small business technology adoption have consistently noted that service contractors who digitize core workflows ? including scheduling, invoicing, and customer communication ? report improvements in revenue retention and client acquisition. Trade associations across the field service sector have observed that businesses moving away from paper-based systems gain a measurable operational advantage, particularly as customer expectations for digital communication and online payment options continue to rise.

"The data confirms what we have been hearing from business owners in the field for years," said Liam Lafferty, Founder of Zentive. "Operators who move away from spreadsheets and manual tracking and into integrated platforms are able to take on more work, respond faster to clients, and reduce the costly errors that come with disconnected processes."

Zentive has developed its platform specifically for owner-operators in the trades, addressing common pain points such as scheduling conflicts, missed follow-ups, and delayed invoicing. The software consolidates job routing, customer relationship management, quoting, and payment collection into a single interface, reducing the number of separate tools a business owner must manage daily.

The trend toward software adoption in field services reflects a broader shift across the trades industry. As property owners increasingly expect digital communication, online payment options, and real-time service updates, contractors who cannot meet those expectations risk losing accounts to more technology-enabled competitors. Client retention rates have been shown to improve when businesses offer automated appointment reminders, digital estimates, and online invoicing.

"It is not about replacing the skilled work these crews perform every day," Lafferty added. "It is about removing the administrative friction that prevents talented operators from scaling their businesses. When a landscaper or HVAC technician is not spending two hours on paperwork every evening, that time can go toward doing more of what actually generates revenue."

Beyond individual time savings, the operational benefits of platform adoption tend to compound as a business grows. A contractor managing five accounts manually may find the process manageable, but the same approach applied to fifty accounts creates scheduling gaps, billing errors, and communication delays that erode profit margins and damage client relationships. Integrated software platforms address this scaling problem by standardizing processes across jobs, crews, and customers ? allowing a business to grow its revenue without proportionally growing its administrative workload.

Zentive's development team has indicated plans to continue releasing platform updates focused on data-driven insights that help businesses anticipate demand, manage labor costs, and evaluate profitability by job type. The company currently serves businesses across landscaping, lawn care, snow removal, cleaning, pest control, and related trades. As more service business owners recognize the operational and financial benefits of moving away from manual systems, the adoption of integrated platforms is expected to accelerate across the industry in the coming years. Business owners seeking additional information can visit the Zentive field service platform.

About Zentive

Zentive is a cloud-based field service management platform built for trade and home service businesses. The platform offers scheduling, quoting, invoicing, job routing, CRM, and customer communication tools in a single interface, helping owner-operators reduce administrative time and grow their operations.

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Zentive

Zentive is a field service management software that streamlines operations for lawn, tree, and snow removal businesses. It organizes teams, improves customer relationships, and drives growth with scheduling, quoting, invoicing, and CRM.

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