

Why You Can't Find ServiceTitan People.

You're not losing candidates to competitors. You're losing them to a hiring process that was designed for the wrong problem. This guide explains what's actually happening — and how to fix it before you post the role again.

30+

DAYS MOST ROLES GO
UNFILLED BEFORE A
REPOST

3

MISTAKES COMPANIES
REPEAT IN EVERY POSTING

0

NEW TOOLS REQUIRED TO
FIX YOUR ONBOARDING

— THE REAL PROBLEM

You're solving the wrong thing.

Most service companies think they need someone who "knows ServiceTitan." What they actually need is someone who can operate inside a fast-moving service business — and those two things are not the same.

Strong ServiceTitan users are already **valuable where they work**. They are not sitting in a hiring pool waiting for your posting. And if you keep screening for software knowledge first, you will keep hiring people who know the buttons but cannot hold the business together when it gets busy.

— WHAT GOES WRONG

The hiring mistakes that keep you stuck.

These show up in nearly every field service company that has had the same role open twice.

01

Hiring only for software knowledge

A candidate can know every workflow in ServiceTitan and still miss follow-ups, enter bad data, create scheduling conflicts, and fall apart under pressure. Software skills are a starting point, not a hiring filter.

THE FIX

Screen for communication, organization, and coachability first. You can train ServiceTitan in four weeks. You cannot train work ethic or calm.

02

No documented process to train from

Most companies train through one "super user," verbal explanations, and shadowing. That creates slow onboarding, inconsistent customer experiences, and a business that breaks every time a key person leaves.

THE FIX

Build one set of SOPs and record screen walkthroughs before the next hire starts. Role-based training cuts onboarding time significantly.

03

Training everyone the same way

A CSR, a dispatcher, and a coordinator use completely different parts of ServiceTitan. Running them through the same onboarding creates confusion and slows everyone down.

THE FIX

Build separate training tracks per role. CSR training covers booking and call handling. Dispatcher training covers scheduling logic. They are different jobs.

04

No measurement after the hire

Most companies check in at 30 days and call it good. Without tracking booking accuracy, call quality, response time, and data completeness, you have no idea whether the hire is actually working until something breaks.

THE FIX

Define 3 to 5 KPIs per role before day one. Review them at 30, 60, and 90 days. Measurement creates accountability without micromanagement.

— WHO TO HIRE

The right hire profile.

What to look for before you even bring up ServiceTitan.

SKILLS THAT ACTUALLY MATTER

- **Communication.** They sound calm, listen well, and build trust quickly under pressure.
- **Organization.** They track tasks, manage a calendar, and follow through without being asked twice.
- **Coachability.** The best hires are fast learners, not experienced veterans. Curiosity beats tenure.
- **Customer empathy.** They handle frustration without going cold. They sound human, not transactional.
- **Technical comfort.** They do not need to be experts. They need to be comfortable learning systems and following workflows.

WHAT YOU CAN SAFELY IGNORE

- **Years of experience.** A coachable two-year hire often outperforms a resistant six-year hire.
- **Prior ServiceTitan use.** If they have the foundation skills, four weeks of structured training handles the rest.
- **Industry-specific background.** Field service operations skills transfer. The trades knowledge comes with time.
- **Certifications.** No credential signals the ability to stay calm when dispatch is overloaded at 7am.

Questions that surface real ability.

Stop asking "Do you know ServiceTitan?" Here is what to ask instead.

CUSTOMER SITUATIONS

"How would you handle a customer whose technician is running late and they have already called twice?"

Surfaces calm under pressure and empathy — not scripted answers.

ORGANIZATION

"Walk me through how you would handle five urgent tasks landing at the same time with one being a billing issue."

Shows how they actually prioritize, not how they say they prioritize.

LEARNING ABILITY

"Tell me about a piece of software you had to learn quickly. What was your process?"

The process they describe tells you how they will handle ServiceTitan training.

PROCESS DISCIPLINE

"What helps you stay accurate when you are entering a lot of information under a deadline?"

Data quality in ServiceTitan lives or dies on this. Hire people who think about it before you bring it up.

OWNERSHIP

"Tell me about a time you noticed something was not working and changed it — without being asked."

People who take ownership improve systems. People who wait for instructions maintain chaos.

RED FLAG CHECK

"What is your least favorite part of data entry work, and how do you push through it?"

If they say they love all data entry, that is a flag. If they have no strategy for the hard parts, that is a bigger one.

30-day plan that actually works.

Structure the first four weeks before the hire starts. Most companies do not — and then wonder why the new person is still lost at day 45.

WEEK 1

Foundation

- Navigation and system overview
- Customer records and job flow
- Scheduling basics
- Call handling and note entry
- Shadow sessions — no live work

WEEK 2

Guided Practice

- Scheduling jobs with oversight
- Updating customer records
- Invoice entry basics
- Practice environment if available
- Daily debrief on what confused them

WEEK 3

Real-World Reps

- Live customer interactions with support
- Speed and accuracy tracked
- Follow-up processes introduced
- Call quality reviewed weekly
- Identify what still needs work

WEEK 4

Review and Plan

- Formal performance review
- KPI scorecard introduced
- Gaps documented and addressed
- Coaching plan for next 60 days
- Clear expectations set forward

— THE BIGGER PICTURE

Hiring problems are usually systems problems.

If you have had the same role open twice, the issue probably is not the candidates.

When a new hire fails or leaves fast, most companies post the role again and tweak the job description. But the failure is usually downstream of something else: no documented workflows, inconsistent data that makes the system hard to use, training that depends on one person, or a ServiceTitan setup that does not match how the business actually operates.

The person who looks great in the interview walks into a system that would frustrate anyone. Then they leave. Then you hire again.

The companies that stop cycling through hires are the ones that fix the system before they post the next role — not after.

— NEXT STEP

Not sure what's actually broken?

I do a 20-minute system evaluation for field service companies stuck in the hiring loop. We look at your ServiceTitan setup, your workflows, and your onboarding process — and identify what is creating the problem before you spend money on another hire or another training program.

BOOK A FREE 20-MINUTE SYSTEM EVALUATION

[CALENDLY.COM/QUINITA17/LINKEDIN-BOOK-A-CALL](https://calendly.com/quinita17/linkedin-book-a-call)

No pitch. No obligation. Just a clear picture of what is going on and where the actual gap is.

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