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for platforms

How embedded financial solutions

can help trade and field service
businesses build a stronger future

**2025 Trade and Field Services
Software User Report**



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Introduction


The right tools for the job

How new financial solutions can change the game.

Trade and field service (TFS) businesses are the backbone of daily life. Whether it's an HVAC technician keeping homes cool, a roofer providing adequate protection for buildings and their occupants, or a landscaper transforming outdoor spaces, these businesses keep the U.S. economy humming. But behind the scenes, they're juggling a growing list of challenges — hiring and retaining skilled workers, managing cash flow, dealing with rising costs, and meeting ever-changing customer expectations.

That's where business management software comes in.

What used to be just a tool for scheduling jobs or tracking inventory has now become a full-on command center for running a trade and field service business.



In fact, our research
revealed that

77%

of TFS businesses say
software will be even
more important in
the next three years.

But it's not just about staying organized anymore

It's about getting paid faster, managing finances more easily, and making better business decisions with real-time data insights.

One of the biggest shifts? Embedded payments and financial experiences. More and more, TFS businesses want their management software to do more than just schedule jobs — they need it to handle payments, offer financing options, and help with cash flow challenges. Think about it: A contractor who can collect a payment in the field instead of waiting 30 days to get paid can be a gamechanger for these fast-paced businesses. Therefore, a TFS business leveraging a platform with access to embedded payments, lending, and other financial options can seamlessly take on more jobs without worrying about cash flow gaps or wasting time and resources securing funding.

This report breaks down exactly how TFS businesses are using software to solve their biggest challenges, where they're investing, and what they expect from software providers in 2025 and beyond.



The main takeaway is clear:
The future of TFS business management software isn't just about operations, it's about fueling frictionless financial experiences.

Methodology

Our insights are based on survey data collected from

78 U.S.-based trade and field service businesses using a vertical software solution.

This ensures input from those directly influencing technology adoption and decision making. This dataset provides a focused lens on how software investment trends, embedded payments and finance adoption, and shifting operational priorities are shaping the future of TFS businesses.



The biggest challenges facing trade and field service businesses today

TFS businesses have been navigating a tough economic landscape. And worker shortages, supply chain hiccups, and rising costs aren't making things any easier.

Some pressures have eased, but businesses are still focused on staying profitable while improving operations. Here are the biggest hurdles they're facing, according to our research.

33% struggle with finding, hiring, and training employees

Skilled workers are getting harder to come by, and it's only getting more difficult. A few years ago, one in ten (10%) businesses cited hiring as their top challenge. Now, it's one in three (33%). Trades like HVAC and electrical work are struggling as experienced workers retire. Without strong vocational hiring and training programs, businesses risk stalled projects and higher costs. Finance strategies effectively.

15% cite supply chain, cash flow, and business management issues

Material shortages and unpredictable costs can disrupt workflows. Take a plumbing company as an example. If copper prices spike, businesses must eat the cost or pass it on to customers. Smart supplier strategies and better financial planning tools can help businesses stay ahead of this challenge.

14% find customer acquisition and retention a challenge

The economy is pressing down on both demand (inflation, uncertainty) and business capacity (labor, materials). For trade and field service, this creates a trap: rising costs make it harder to serve and keep customers, while their tolerance for friction drops. Without modernizing tech, brand, and customer experience, businesses risk losing out to more agile or better-funded competitors.

11% mention payment and financial solutions

Late payments slow down any business — and TFS is no exception. A landscaping company that sends net-30 invoices might struggle to cover payroll while waiting for clients to pay. Payment solutions that are built into their management software platform can help businesses get paid faster and keep cash flow steady.

11% are focused on managing inflation and rising costs

Similar to supply chain, cash flow, and business management challenges, TFS businesses are up against inflation and rising costs. A construction company facing rising material costs must either buy in bulk or risk shrinking profits. Smarter pricing strategies and cost-control measures are now essential.

While inflation, labor shortages, and supply disruptions are beyond control, the right business management software can help dampen their impacts. Modern platforms streamline workforce management, automate financial planning, enhance customer engagement, and integrate payments and other financial services. TFS businesses now seek software solutions that go beyond operational automation; they want a platform that acts as a full-scale financial and operational command center.

The expanding role of business management software in trade and field services

Business management software is no longer a luxury — it's a necessity. Our research shows that 94% of TFS businesses say their software is essential or extremely important to daily operations.

Why is software so important to trade and field service businesses:

27%

rely on integrated payment capabilities,

allowing businesses to manage transactions seamlessly and reduce friction in financial processes.

24%

cite improved customer service

by enabling faster scheduling, automated invoicing, and real-time communication with clients.

24%

mention cross-department integration,

ensuring that teams have centralized access to business-critical information without having to rely on disparate systems and tools.

And the demands for these software experiences are only growing. Businesses are moving away from generic, one-size-fits-all tools and toward software built specifically for their industry. They want solutions that handle scheduling, job tracking, and financial management — all in one place.

That's why nearly 45% of TFS businesses are increasing their software budgets this year and investing in platforms that help them:

1. Drive revenue growth:

TFS businesses recognize that software investments directly contribute to business expansion by enabling them to take on more jobs, optimize pricing, and improve overall efficiency.

2. Create profitability improvements:

By automating routine administrative and financial tasks, businesses can allocate more resources toward revenue-generating activities.

3. Gain financial control and data centralization:

Software solutions that provide real-time financial insights, automated billing, and robust reporting capabilities help TFS businesses maintain tighter control over their financial health.

Embedded finance:

More than just payments — a trade and field service business essential

For TFS businesses, managing finance transactions isn't simple. Cash flow gaps, delayed payments, and rising costs make it harder to stay on top of operations and drive revenue.

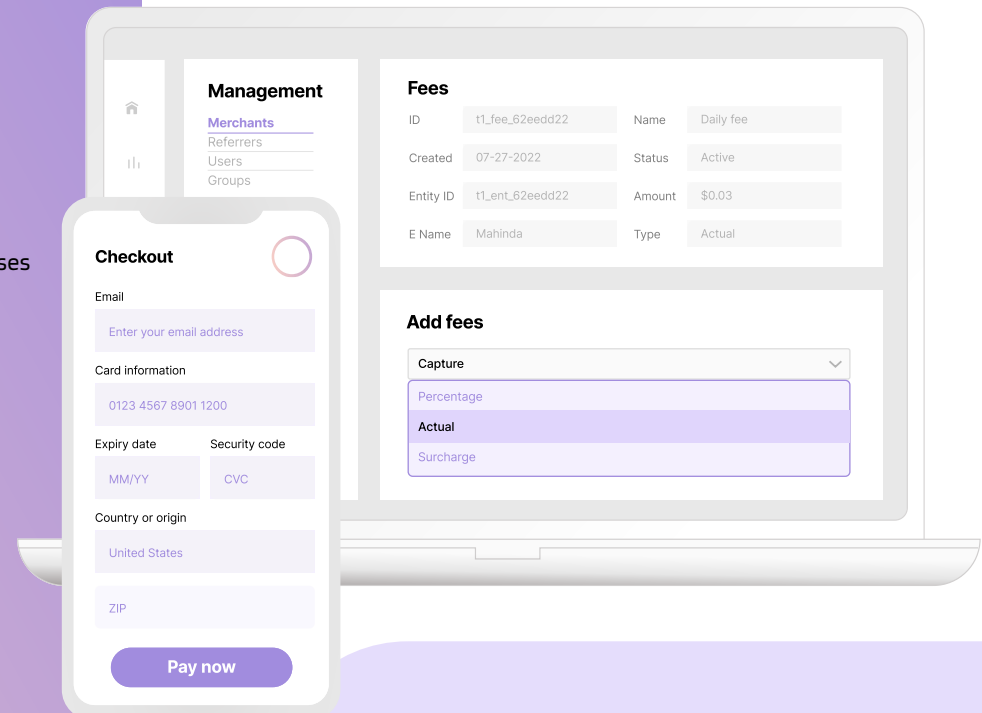
That's why 90% of TFS businesses now see embedded payments and finance as a management software must-have. And they're not looking for the basics either — 47% expect their software providers to continuously innovate in this area.

Users today expect a seamless, digital-first experience.

They don't want to deal with clunky invoicing or payment delays. They want quick, hassle-free transactions, whether it's booking a service, approving an

estimate, or processing a payment. TFS businesses that offer these conveniences stand out. Those that don't? Well, they risk losing customers to software providers who do.

So where do businesses want to see the most innovation? There was one clear stand-out: embedded card payment solutions. Ninety-one percent (91%) of TFS businesses want card payment capabilities built directly into their software. Why? Because it simplifies everything — less time chasing payments, fewer administrative headaches, and better cash flow.



But this isn't just about making payments easier. When done right, this embedded solution becomes a profit-driving engine.

Businesses can unlock perks like cashback, lower processing fees, and even built-in credit options to keep operations running smoothly. The key takeaway? Financial transactions shouldn't be a roadblock — they should be your software's competitive advantage.

Why trade and field service businesses want embedded card solutions:



Seamless integration with existing workflows:

Managing a TFS business means handling scheduling, invoices, expenses, and supplier payments — all at once. An embedded business payment card solution syncs directly with existing software, automatically tracking purchases and categorizing expenses. No manual entry, no switching between platforms — just smarter, automated financial management.



Cashback and financial incentives:

TFS businesses operate on tight margins, so every dollar saved matters. An embedded card solution offers cashback, rewards, and discounts on essentials like fuel, materials, and equipment. Instead of just spending, businesses can earn money back on purchases they already make.



Lower fees and competitive interest rates:

Traditional business credit cards often come with high fees and unpredictable interest rates that don't fit a service-based business model. Embedded card solutions provide transparent pricing, lower transaction fees, and repayment terms designed for TFS cash flow cycles.



Access to working capital and credit:

Materials and expenses can't wait for customer payments. An embedded card solution provides built-in credit lines, helping businesses bridge cash flow gaps without relying on high-interest loans. More flexibility means businesses can take on bigger jobs with less financial stress.

However, despite the strong interest in embedded finance offerings — particularly embedded card solutions — many TFS businesses are still hesitant to adopt. It's not the lack of demand; the value is clear. But when it comes to implementation, practical barriers stand in the way.

For embedded financial experiences to truly work for your user base, they must integrate seamlessly into the fast-paced, high-demand world of TFS businesses.

That means customization, ease of use, and reliability are non-negotiable. Without these, businesses face disruptions instead of efficiencies, making them reluctant to switch from traditional payment methods.

So, what's holding businesses back?

The biggest challenges include ensuring the solution aligns with their needs, training staff on new features, and guaranteeing system reliability. Until these barriers are addressed by software providers, adoption will likely lag — no matter how strong the interest.

Key barriers to embedded finance adoption:



Ensuring the solution meets all business requirements:

TFS businesses operate in highly specialized environments, requiring finance tools that seamlessly integrate with job scheduling, invoicing, and payment collection workflows. Many existing embedded financial solutions lack customization options, forcing businesses to adapt their workflows to the software rather than the other way around. Without industry-specific flexibility, adoption will remain limited.



Training staff on how to use finance feature functionality:

Many TFS businesses struggle with onboarding employees onto embedded financial solutions, especially in industries where workers are not traditionally tech-savvy. When you factor in the reality that TFS employees are often hard to find and retain, if the user experience is too complex or training resources are insufficient, adoption will likely stall, leading to inefficiencies, errors, and a continued reliance on manual processes. Solutions that offer intuitive interfaces, mobile-friendly applications, and hands-on training support will see higher adoption rates.



Reliability and system performance concerns:

For businesses handling frequent, high-value transactions, system downtime, lag, or integration failures can lead to missed payments, disrupted cash flow, and loss of customer trust. TFS businesses need assurances that any embedded payment and finance integrations work within their existing software platform without causing delays or operational bottlenecks. Solutions that offer high system uptime, strong customer support, and seamless API integrations will gain more traction.

The future of business management software in trade and field services

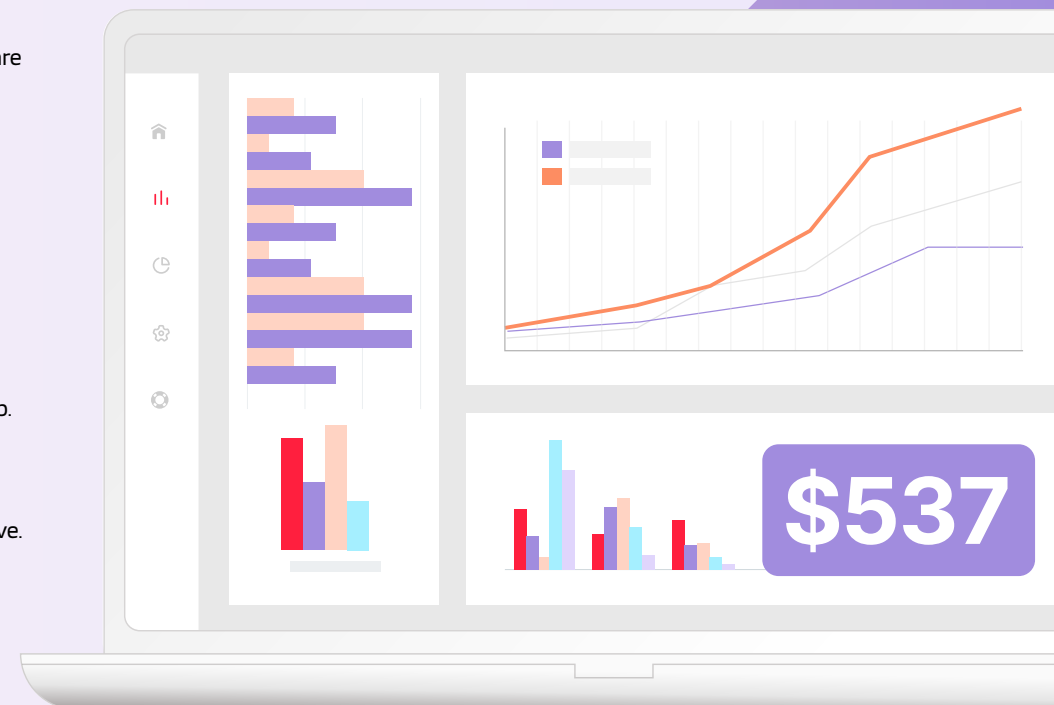
Trade and field service businesses aren't just looking for software — they're looking for solutions that drive growth, streamline operations, and simplify financial management.

The days of standalone tools for scheduling, invoicing, and payments are fading fast. TFS businesses want an all-in-one platform that integrates everything they need to run and scale their business with ease.

The research is clear: embedded payments and finance experiences are the next big shift in business management software. From integrated payments that eliminate friction to seamless embedded card solutions that help businesses control expenses and improve cash flow, software is no longer just about managing operations — it's about powering sustainable growth.

But innovation alone isn't enough. For software providers to lead in the space, they need to ensure their solutions are easy to implement, tailored to the TFS industry, and built with reliability in mind. The biggest barriers to adoption — customization, usability, and system stability — need to be addressed head-on.

With nearly half of TFS businesses planning to increase their investment in software, providers that get it right stand to gain long-term customer loyalty and market leadership. The most successful software platforms will be those that continuously evolve, prioritize embedded payments and finance, and help businesses not just operate but thrive.





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**the everything platform
for your unique users?**

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