COMPARISON · FIELD SERVICE SOFTWARE

AI add-on vs. new field service software

Three ways to get AI into a shop already running Jobber, Housecall Pro, or ServiceTitan, and what each one costs beyond the price tag.

	OPTION 1 **Turn on the built-in AI** Receptionist, chat, reports from your vendor	OPTION 2 **Custom layer on top** A tool that reads and writes your current data	OPTION 3 **Switch platforms** Migrate everything to a new system
What it covers	Answering calls and texts, booking into your calendar, chat, basic reports	The one or two things the platform can't do: margin by job type, agreement renewals, your own follow-up rules	Whatever the new platform ships, plus better dispatch or reporting if that's what you outgrew
Up-front cost	**Low.** Jobber's receptionist lists at $29/mo; Housecall Pro call answering is a paid add-on	**Moderate.** One workflow or dashboard; may need a plan with API access	**Highest.** New subscription, onboarding, overlap months, and the costs below
Time to running	Days	A few weeks per build	**Months**, including the slow weeks while the team relearns
What carries over	Everything. Nothing moves.	Everything. The tool sits on top.	**Partial.** Notes, photos, equipment records, and stored cards may not transfer
Best fit	Your problem is missed calls or quick reports	The core software works, but one gap is costing you money	Dispatch, invoicing, or the tech app is failing you, AI or not

BUILT-IN AI, EARLY NOVEMBER 2026

From each vendor's own pages. Changes every quarter.

Jobber

AI Receptionist · $29/mo add-on · Included on Plus · Keyword escalation · Receptionist Companion · coming soon

Housecall Pro

Analyst AI · Coach AI · Marketing AI · CSR AI chat · 24/7 call answering · paid add-on

ServiceTitan

Max package · 30+ agents · Atlas owner app · Homh AI-assistant booking · Some agents coming soon · Pricing not published

Same core on every list: answer the phone, book the job, write the follow-up, summarize the numbers.

SWITCHING LEDGER: 7-TRUCK SHOP, MEDINA, OH

Illustrative example. 2,100 customers, 380 maintenance agreements, 4 years on Jobber.

New platform subscription + onboarding	ON THE QUOTE	**Quoted**
Agreement customers asked to re-enter cards; 30 of 380 lapse at $189/yr	NOT QUOTED	**~$5,700/yr**
Tech notes, photos, equipment records that don't import cleanly	NOT QUOTED	**Hours of cleanup**
Slow weeks while 9 people learn dispatch, invoicing, tech app	NOT QUOTED	**Lost capacity**
Booking links, review flows, QuickBooks sync, Zapier rebuilt	NOT QUOTED	**Breaks on cutover**
Overlap months on the old contract	NOT QUOTED	**Depends on term**

Test first: ask the new vendor to import 50 of your real customers before you sign.

HOW TO DECIDE

Are dispatch, invoicing, agreements, and the tech app working for you today? →

YES, AND THE GAP IS CALLS
Turn on your platform's receptionist. Review 10 recorded calls a week for 30 days.

YES, BUT ONE GAP COSTS MONEY
Build that one piece on top. Check API access on your plan first.

NO
Switch, in your slow season, for the core software. The AI comes along as a bonus.

Vendor features per Jobber, Housecall Pro, and ServiceTitan pages, checked November 2026