

# Xora Case Study

“ This system is just phenomenal. Just to let you know how valuable it is to us, I still have a contract with our old mobile provider; we’re actually paying for both right now. Having Xora is that worth it to us. ”

— Kim Williams, Service Manager, Accurate Heating, Inc.

## Accurate Heating

### Situation

It’s not often that a customer sends a love letter to a service provider, but Kim Williams did just that. It wasn’t a hastily dashed off email either, but a lengthy and enthusiastic missive on company letterhead, volunteering to become a reference. “Please add us to your reference list,” she wrote. “We would be happy to speak to your future customers.”

Williams is the service manager at Accurate Heating, Inc. (AHI), a bustling, full-service commercial and industrial HVAC contractor in Wilsonville, Oregon. Despite the economic downturn, business is booming at AHI, and she has her hands full running the office and supervising 15 mobile service technicians. But busy as she is, things are going smoothly these days, now that she and her staff have the right tools.

### Challenges

For Williams, managing her field staff used to be like herding cats. The technicians were virtually impossible to keep track of, and nearly as hard to communicate with. If they didn’t answer their mobile phones (which they often didn’t), or were out of range, Williams had to leave voice mail instructions for their next job, and with verbal instructions, miscommunications were common. Furthermore, between service calls, technicians often seemed to drop off the map.

Fuel expenses were also an issue. Field technicians were dependent on outdated paper maps, which wasted time and fuel between jobs. And since Williams didn’t know where exactly her workers were much of the time, there was no way of knowing how efficiently they were managing their time, or whether they were taking recreational side trips.

Then there was the hour and a half that the technicians spent in the office every Friday catching up on paperwork. “My guys are billable at \$84 an hour,” she says, “and we were losing money paying them to sit there and do paperwork. I’d much rather have them out on billable jobs.”

### Solution

Williams purchased a fleet of rugged and user-friendly mobile phones, with Mobile Email, Mobile Web, Mobile IM, and chat capabilities. But the frosting on the cake is Xora, which shows the location and location history of her workers, provides location information when they clock in and out and when they accept and complete jobs, creates an audit trail to validate job information, and generates turn-by-turn driving directions. Williams can also automatically dispatch jobs, track job progress, and capture timecard information with the system.

Williams was pleased to find a solution that offered both location tracking and fleet management in one convenient package. “For me to be able to send my technicians directions with the simple push of a button is amazing. And now I know where they are at all times—and they know I know. Plus, I can send them all the information they need to complete jobs; everything they need is right there on the screen.”

Xora has also eliminated the need for the Friday paperwork catch-up in the AHI office. “With the ability to send them work orders, job numbers, and other pertinent information while they’re out in the field, there’s no need for weekly meetings,” says Williams.

### Results

In the first month after adopting Xora, AHI’s fuel bill dropped from over \$6,000 to \$4,515, a realized savings of 25%. “The gas savings in a single month pays for the cost of the phones and then some,” says Williams.

Productivity has radically increased, too. “Xora put an immediate stop to my workers going missing,” Williams says. “Now, when I send the guys out on service or maintenance calls, instead of getting one or two done, they’re doing three or four. I think they’re paying closer attention to what they’re doing because they know I’m paying closer attention.”

AHI is also looking at increased revenue of nearly \$58,000 per year by doing away with the paperwork gatherings, and that’s not counting the additional billable hours the company is seeing now that the technicians are spending that time on additional service or maintenance. And Williams has more time to get her own job done.

Williams was so excited to start using Xora and the new phones that she didn’t even wait for her other service contract to expire. “This system is just phenomenal,” she says. “Just to let you know how valuable it is to us, I still have a contract with our old cellular provider; we’re actually paying for both right now. Having Xora is that worth it to us.”

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