

“ I can't imagine my company ever operating without Xora. It's that important. It's easy, it's VERY inexpensive and it makes a huge difference in our bottom line. Maybe my workers did fudge the numbers from time to time, and maybe they didn't. The point is, with Xora, now I don't have to guess. ”

— Steve Phipps, CEO and Owner of Phipps Enterprises

Phipps Enterprises



Benefits

- ▶ Promote a greater sense of accountability among field staff
- ▶ More accurate payroll and job-costing
- ▶ Automated timesheets increase efficiency and save time

Challenge

Accurately gather time and job information from the field for payroll and job-costing purposes and also to find a better way to address asset liability.

Situation

Steve Phipps, owner of Phipps Enterprises, has a team of 10 laborers whose jobs include repairing fire and water damage, as well as building and remodeling businesses and homes. Steve's workers clocked in from the field and, therefore, didn't report to the office to begin their day. He stated, "If my workers don't come into the office to clock in, how do I know what hours they are working?" It's not that Steve didn't trust his staff, but when workers are driving from one job to the next all day, it's easy for a worker

to forget exactly what time he started and finished a job. When most construction workers don't record this info until the end of each day, data quality is questionable.

Another challenge common to the construction industry is asset liability. If a customer's property is lost, stolen or damaged during the course of construction, whose fault is it? In most cases, it's difficult for the construction company to avoid responsibility. A solution was needed to help promote a greater sense of accountability among the field staff.

Solution

Xora GPS TimeTrack™, a location-based software that runs on GPS enabled phones, was implemented in the spring of 2004. Mobile workers use the Xora application to record timesheet and job status information in the field. Back at the office, web-based maps and reports showing the location and actions of field personnel can be monitored throughout the day.

Steve remembers a customer complaining that her purse had been stolen. When he checked the Xora GPS reports he found that his workers were not on-site when the item was taken, thus eliminating any suspicion.

Results

- ▶ Steve's team of laborers caught on to the value of the new tool quickly. The result is a more accurate payroll and job-costing tool. When a job is bid at time and materials, Xora enables Steve to determine how many hours his laborers put in. If a job is bid based on its presumed cost, Steve can use Xora to measure the accuracy of his estimates.
- ▶ "Xora has the psychological effect of encouraging workers to be more careful and honest." —Steve Phipps