

“ Xora has helped us improve our roster of employees and clients, actually contributing to an increase in the number of developers who choose us. We have greatly enhanced the company’s reputation and simultaneously enhanced our bottom line, all with the help of Xora. ”

—Donnie Smith, Operations Manager, Palm Desert Division

Major Lines of California



Benefits

- ▶ Field employees are more accountable because shift and job information is time and location stamped
- ▶ Quickly and effectively dispatch field staff to handle unscheduled or emergency service calls
- ▶ Field-service costs are down at least \$45,000 per month

Donnie Smith, Operations Manager for the Palm Desert division oversees ordering, receiving, delivery, installation and customer service processes. His objective was to track the location of field staff as they went about their day, in order to optimize time spent at, and traveling in between customer sites. At the time, there were questions among Major Lines’ management as to the veracity of field staff time sheets, as well as the whereabouts of field staff at any given time.

dispatch field staff to handle unscheduled or emergency service calls. Checking the web-based maps generated by the Xora service, Donnie can identify the installer, pick-up, touch-up or customer service person closest to the new job, and immediately route the appropriate person.

Challenge

Improve the accountability of the field staff by efficiently recording location stamped timesheet and job status information.

Situation

As a reputable contractor for building developer partners, Major Lines of California distributes and installs custom cabinetry for several top manufacturers in California and Nevada. Its Palm Desert division is the largest in terms of business volume, installing new kitchen and bathroom cabinetry in approximately 55, million-dollar plus homes each month.

Solution

Xora GPS TimeTrack™, a mobile location workforce management solution that runs on GPS enabled phones, helps keep workers honest about the time spent at each job site. Mobile workers use the Xora application to record timesheet and job status information in the field. Because the phones contain a GPS chip, their locations, speeds, and other details are automatically tracked and recorded. Back at the office, web-based maps and reports showing the location and actions of field personnel can be monitored throughout the day.

Major Lines can now quickly and effectively

Results

- ▶ Since deploying Xora, field-service costs are down at least \$45K per month!
- ▶ Reduced field staff to 1/3 the size, while continuing the same volume of work, if not more.
- ▶ Major Lines can now quickly and effectively dispatch field staff to handle unscheduled or emergency service calls.
- ▶ Field employees are more likely to remain on schedule and keep an accurate record of hours worked.