

CASE STUDY : Dyno-Rod

OBJECTIVES

- Improve report accuracy
- Monitor and improve engineer performance
- Automate lead capture process

WHY GEOPAL

- Accurate, real time reports
- Encrypted and secure
- Experienced team

RESULTS

- 17% sales increase through improved lead capture
- Real time reporting and data analysis
- Improved customer service

Our upsells have doubled since we implemented GeoPal. A lead will have arrived in the office before the engineer leaves the customer.

**Barry Benson, General Manager,
Dyno-Rod**

Dyno-rod founded in 1975 is a leading provider of drain cleaning and maintenance services, CCTV drain inspection surveys, drain repairs and pipework installations. With 50 service engineers and support personnel across the country, Dyno-Rod is Ireland's only national drain cleaning service.

CHALLENGE

Dyno-Rod had numerous paper-based forms and so the delay in getting job reports and information back to the office, as well as the time taken for data re-entry, was proving inefficient and expensive.

Supervisors were also unable to accurately schedule and dispatch jobs because there was no visibility of field operatives location, job status or jobs in progress. This was particularly inefficient when dealing with the frequent emergency and unplanned maintenance jobs that Dyno-Rod provides.

Being unable to accurately report on completed work, hours logged and engineer performance was the driving factor behind Dyno-Rod choosing GeoPal's mobile workforce system. The solution also needed correct reporting and scheduling capabilities to improve field operatives' productivity.

SOLUTION

Implementing GeoPal enabled Dyno-Rod's field operatives to receive job notifications and custom mobile forms on their smartphone. They can now capture text, pictures, barcodes and signatures for proof of compliance. This information is sent to the office in real-time, providing a compliance audit trail. Within 5 minutes of a completed job and customer signature captured, a job report email is automatically generated and sent to the customer. This enables Dyno-Rod to provide a better customer service experience. Using the mobile form, the engineer can also capture new sales leads.

RESULTS

GeoPal's customizable reporting tool enables Dyno-Rod to create reports in minutes rather than days. An email with completed work details is automatically generated and sent to the general manager at the end of each day.

Using GeoPal, field operatives capture lead information on their mobile device. This is sent to the office in real-time, eliminating paper-based errors and delays.

GPS location monitoring and efficient job scheduling allows field operatives to quickly and efficiently respond to unplanned maintenance requests. Data is entered on the mobile device and a job report is emailed to the customer immediately, improving accountability and customer satisfaction.



Previously, there wasn't a reporting a function that could give me what I was looking for – there was nothing that could combine everything that GeoPal does.

Barry Benson, General Manager, Dyno-Rod

