



Motorola and SWRemote field mobility solution enabled Bud Anderson to increase revenue opportunities, enhance customer service, reduce costs, and achieve ROI in less than a year



“Our customers pay for good service, and thanks to Motorola and SWRemote, our service is better than ever. We have real-time information from our service teams, they can access exactly the information they need to help customers and answer their questions, and they can do service and warranty tickets really fast in the field. On top of this, we’re reducing costs.”

— Tim Paetz, General Manager, Bud Anderson Heating and Cooling

Organization overview: Bud Anderson Heating and Cooling

Bud Anderson is a privately owned company focused on residential heating and air conditioning service in Northwest Arkansas. Since 1987, Bud Anderson’s technicians have been providing installation, maintenance, and repair. The company takes pride in its field service team, emphasizing that Bud Anderson personnel are ready to help customers overcome any heating or air conditioning problem.

The challenge: Manual ticket process undermined accuracy and customer service

Bud Anderson was using a manual field ticketing system, writing paper tickets in the field and keying the data later at the company office.

“Our business was growing, even in a down economy, and we wanted to keep pace by improving some of our service-call processes,” said Tim Paetz, General Manager, Bud Anderson Heating and Cooling. “It was clear that we could be more efficient and provide better service to our customers with a real-time ticket-entry system.”

One of the goals was to improve accuracy and accountability, according to Paetz. “Moving information on paper and doing manual data entry meant that sometimes details like filter sizes and equipment specs did not get into the system.”

Customer profile



Company

Bud Anderson Heating and Cooling

Location

St. Lowell, Arkansas (USA)

Industry

Heating and air conditioning service

Motorola products

- Motorola MC75 Enterprise Digital Assistant (EDA) with snap-on mobile payment module and the Motorola Service from the Start program

Applications

- Field service mobility solution for HVAC technicians

Partner

- SWRemote
- Vantage Point Network Systems

Benefits

- Enhancing the customer experience, gaining competitive advantage, expanding revenue opportunities, reducing costs, and achieving ROI in less than a year.



During peak times, ticket processing was delayed. "When it's really hot or cold outside, our customers need our attention, and our office team is busy on the phone. That resulted in stacks of tickets to enter and information was not available on the computer. A key goal was to eliminate that backup," Paetz explained.

The solution: Motorola and SWRemote's Mobile Technician

Bud Anderson selected SWRemote to implement a field service mobility solution. SWRemote's Mobile Technician software was developed to enhance the value of SuccessWare 21 operations and management software which Bud Anderson was already using.

Paetz and his team identified the Motorola MC75 Enterprise Digital Assistant (EDA) as the best fit for Bud Anderson's needs for real-time data entry and access to information in the field. SWRemote hardware partner Vantage Point Network Systems provided the MC75 EDAs and replacement and repair support through the Motorola Service from the Start program.

Durability was a major reason for choosing the MC75 EDA, according to Paetz. "Other users told us that the Motorola MC75 is very tough and rugged, and we're finding that they are holding up well to conditions in the field such as technicians climbing in and out of basements and working in the snow," Paetz said. "The MC75 is easy for a technician to carry and its user friendly, and these were very important aspects as well."

Today Bud Anderson's service technicians and maintenance technicians are using Motorola MC75s each day on the job. "We've streamlined the process of ticket creation and entry and we have real-time information from the field. The next step is to get our installers and sales people on the system to make their jobs easier and more efficient," Paetz stated.

"The Motorola MC75 EDA combined with SWRemote's Mobile Technician software enables field personnel to manage their entire jobs easily from start to finish," said Greg Dooley, Sales and Marketing Coordinator at SWRemote. "It's an all-in-one solution, and Bud Anderson team members use the MC75's barcode scanner, snap-on mobile payment reader, and camera, and they are planning to use the GPS capability."

"All of the functions of the MC75 are unbelievable. One of the deciding factors in choosing it was the features we will not use right away but may utilize in the future to further improve processes or reduce costs," Paetz explained. "For example, we plan to replace the GPS on our trucks with GPS capability that's integrated with SuccessWare and accessible on the MC75 EDAs. Our teams will be able to use the SuccessWare map function for directions, and we'll know the current locations of our technicians and their routes throughout the day."

The company is not yet using the WiFi capabilities of the MC75: instead they are using a cell phone data connection. "One of the really good things is that our technicians can work offline, and as soon as they come back to an area where cell phone reception is available, the MC75 automatically dials up and transfers the data," Paetz explained.

The benefits: Increasing efficiency and customer service while reducing costs

Access to real-time information is making the Bud Anderson field teams more efficient and better able to serve customers rapidly. "Our teams like the Mobile Technician software and it has made them more confident in communicating with customers. The MC75 makes getting information fast, answering questions about previous repair visits or parts on order without having to call the office during every service call. The dispatch lines aren't tied up, and the technician makes a more professional impression on the customer," said Paetz.

"With the camera, our teams can use the MC75 to document problems like cracked heat exchangers, and they can email pictures to other technicians and back to the office. We can all look at the screen and make recommendations, sort of like doctors consulting on a case," Paetz explained.

The joint field mobility solution from Motorola and SWRemote is expanding revenue opportunities, according to Paetz. "Our technicians can use the MC75 to review the history of service at a particular home. They can see the notes: maybe the system is 20 years old and we advised the previous owner to update it. They can show the facts to the customer, and they're able to close more new systems with this information readily available."

Faster and easier processes such as bar code and credit card scanning provide efficiency and also a competitive edge. Using the MC75 bar code scanner, Bud Anderson field teams use the codes in a price book to scan each of their tasks rapidly into invoices. "Our technicians have state-of-the-art equipment and software, and customers are really impressed," Paetz noted. "Our teams are holding their heads a bit higher, because we can provide better, faster customer service than any competitor who is still doing service the old, manual way."

"Our teams love to be able to swipe credit cards at the customer site. The technician is not responsible for the privacy of handwritten credit card numbers. With the Motorola snap-on mobile payment module, it's fast and secure for our team and for our customers," Paetz noted.

Paetz reported that Bud Anderson achieved ROI on its field service mobility solution in approximately ten months, and is saving costs in a number of areas. "We're eliminating data entry, so that's a reduction right there," Paetz stated. "We get a reduced rate on our credit card fees because we can swipe directly in the customer's home. And we're nearly paperless. We used to use high volumes of invoices that were about five hundred dollars per thousand. Now if the customer wants, we just print out a work order that is about two inches wide."

For Bud Anderson, the benefits of the Motorola MC75 EDA and SWRemote's Mobile Technician include:

- Enhancing customer service
- Increasing competitive advantage
- Expanding revenue opportunities
- Reducing costs by significantly reducing paper and data entry
- Achieving ROI in less than a year

About our partner

SWRemote develops software programs that help home services companies generate revenue and reduce expenditures. Headquartered in Buffalo, New York, SWRemote offers two field-service programs—Mobile Technician and Mobile Inventory—to help its clients achieve greater profitability and get even more value from SuccessWare 21 operations and management software.

Vantage Point Network Systems (VPN Systems),

located in Rochester, New York, works closely with its clients to ensure mobility solutions that deliver on their promises and provide reliable, consistent service. VPN Systems has expertise in wireless networks and bar code systems for a wide range of industries and applications.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.



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