

# Success Story

## Company Overview

Expetec Technology Services franchise offers IT services and is headquartered in Aberdeen, South Dakota.

**Industry:** Computer Services

**Year Founded:** 1996

**Number of Office Employees:** 18 employees

**Number of Field Employees:** 60 employees

## Business Challenges

Expetec was using other programs including Microsoft® CRM but found they were not very flexible and lacked the ability to effectively manage some of the franchise's basic business needs. Expetec needed a robust solution that would help its franchisees to more effectively manage work orders, customer information, marketing campaigns and reports.

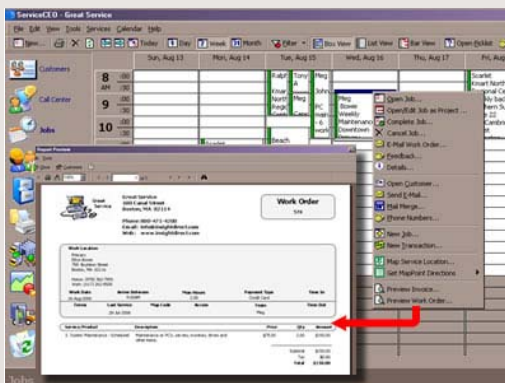
In addition, many of Expetec's franchisees did not have the ability to view and modify their specific franchisee information.

## Why ServiceCEO?

Expetec Operations Manager Bryan German said Expetec selected ServiceCEO for a number of reasons including ease of use, flexibility, and Insight Direct's proven experience working with franchise systems.

## Key Feature - Work Orders

Prior to using ServiceCEO, Expetec was required to jump between a number of applications in order to generate and distribute work orders. With ServiceCEO, franchisees were able to manage their work orders from one screen - saving time and eliminating unnecessary double entry.

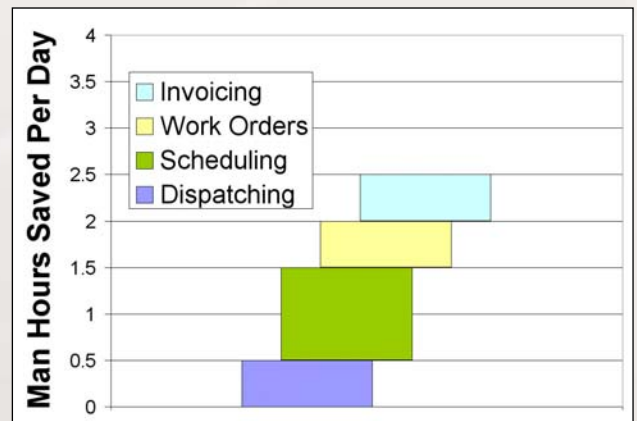


**Expetec  
Technology Services**

**Industry:  
Computer Services**

*"We were growing increasingly frustrated with the programs we were using. We finally now have the solution that will help us improve our business operations."*

**Bryan German  
Expetec Operations Manager**



## Time Savings

Overall, ServiceCEO saves Expetec about 2.5 hours a day that the company can now use to focus on managing its franchisees and growing the business.

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