

ServiceCEO® Success Stories

Case Study: Window Works Inc.

Achieving a 30% Increase in Revenues

Window Works needed to replace their custom-built FoxPro system that was hampering their growth and desire to expand into carpet cleaning. In fact, prior to switching to ServiceCEO, Window Works experienced its first year of declining profits. Within one year ServiceCEO helped reverse that trend by generating a 30% increase in revenue and 60% in profitability.

COMPANY OVERVIEW

Window Works is a window cleaning company providing a range of services to over 20,000 residential and commercial customers.

Size: 25 employees

Year Founded: 1992

Headquarters: Calgary, AB Canada

Decision-Maker: Chris Carrier, Owner and President

WINDOW WORKS' CHALLENGES

- Outdated software (DOS-based) no longer met company's growing needs
- Customers still demanding small company service
- More difficult to efficiently manage increasing # employees and services
- Hired independent programmer who over-promised and under-delivered. After 1½ years, programmer's customized software, FoxPro, was not fully-functional, did not meet Window Works' needs and was very expensive. The programmer disappeared and left Window Works without any technical support.
- FoxPro software system was in danger of crashing
- No viable back-up system to protect 10 years of company data

WINDOW WORKS' SOLUTION

Worried about the stability of his FoxPro system, Carrier began a search for a software solution. In his local market he was getting quotes upwards of \$100,000 to build an application. Discouraged, the company faced a standstill. Then, Carrier searched on the Internet under "window cleaning software". Insight Direct/ServiceCEO was one of only three online listings. After reviewing Insight Direct's website, Carrier was already impressed and scheduled a live software demonstration that day.

Window Works' Criteria for Software Company

- Solid financial ground and proven track record
- Follow-through on commitments
- Quick and/or reasonable turnaround
- Dedicated to future software investments, improvements and upgrades
- Strong and accessible technical support

Window Works' Criteria for Software Product

- Ability to handle multiple services (i.e., entry into carpet cleaning)
- Must ensure data integrity and backup system
- Provides efficient tools to manage a growing company
- User-friendly software interface
- Ability to handle scheduling, estimating, and tracking needs
- Strong financial management reporting features
- Mobility features - ability to communicate with techs in the field

Final Decision

Insight Direct and ServiceCEO met all of Window Works' criteria. Carrier notes, "ServiceCEO was the smartest business decision (he) ever made."

Implementation Timeline

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|--------------|------------------------------------------------------------------------------------------------------------|
| June 2003 | Set up test-version of software in board room for staff to become familiar with software and ask questions |
| July 2003 | Signed contract with Insight Direct for ServiceCEO license |
| Sept. 2003 | Converted data from old FoxPro system into ServiceCEO (took only 3 days) |
| October 2003 | Company went "live" with ServiceCEO |

OVERALL BUSINESS IMPACT

Prior to working with ServiceCEO, Window Works experienced its first year of declining profits. Within one year ServiceCEO helped reverse that trend.

First Year Using ServiceCEO

- 30% increase in revenue
- 10% decrease in expenses
- 60% increase in profits
- ServiceCEO cost less than 5% of the realized profits

Window Works' Benefits

- Facilitated company's growth plans into carpet cleaning
- Reduced labor costs from 5 CSRs to 2 CSRs
- Able to focus time and energy back into growing company
- More efficient job scheduling and reduced drive time
- Increased business from current customers
- Reestablished confidence and trust with employees
- Increased employee productivity
- Enhanced management's financial decisions
- Able to produce consistent and accurate customer price quotes
- Achieved data integrity and secure backup system

Case Study available at: <http://www.insightdirect.com/successstories/windowworks.html>