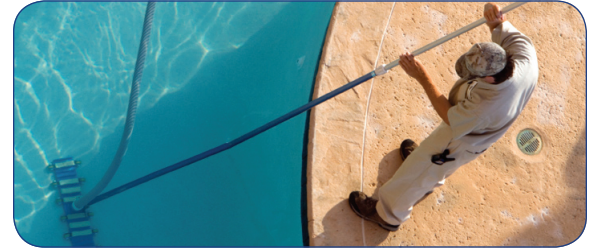


"In some ways, ServiceCEO is addictive. When you're logged onto the system you have all the information you need at your fingertips. When you're not, you're stressed out thinking about what needs to happen."

- Javier Payan, Owner, Payan Pool Service



PAYAN POOL SERVICE

SUCCESS STORY

Managing Growth

Payan Pool Service has been maintaining, repairing and remodeling in-ground pools and spas since 1987. Like many service businesses, the Southern California-based company operated on a "trial and error" basis in its early years, according to founder and current owner Javier Payan. "When we started, it was like trying to fit a square peg in a round hole. We knew there had to be a better way of doing business."

Despite its success, Payan Pool Service struggled with growth. "Being a small business, we can only grow so much until things go sideways." Adding more employees and jobs meant more complex scheduling, accounting and more paperwork to shuffle. Some of the processes Javier had in place became strained by this additional complexity.

For example, Javier managed his run-repair schedule using a word processor. He had a six column page—Monday through Saturday—with color-coded text representing the schedules for different field technicians. Each morning, Javier, his office staff and his crews met for an hour and a half to review changes to the schedule and jobs and tasks for the day. As the business grew, this process became difficult to manage and things started falling through the cracks. Javier became tired of waking up at night wondering if he billed out a job performed that day.

The Day Everything Changed

Like most entrepreneurs running a self-funding business, Javier was reluctant to change, or spend money on a new software program. That changed at a trade show in Las Vegas when a friend and fellow pool business owner showed Javier and his Service Manager Rocky how he managed his business with ServiceCEO. After a quick demonstration Javier "didn't know what he was missing" and Rocky "knew we had to have ServiceCEO."

Javier decided to make the jump and purchased ServiceCEO for his office staff and a few technicians. He began to experience the value of ServiceCEO right away. "Although ServiceCEO is a comprehensive solution, it's simple for the end user to understand." Javier picked up the solution and found it "easy to teach the guys how to use the solution when you showed it to them. They've embraced it."



CHALLENGE

Payan Pool Service was experiencing growing pains. As they added new employees, and scheduling and job management became more complex, they began to outgrow existing processes.

SOLUTION

Payan Pool Service chose ServiceCEO to manage their business, using features like Estimating, Job Management, Scheduling and Routing, and Invoicing to achieve new efficiencies and speed service delivery.

BENEFITS

With everyone at the company on the same page using ServiceCEO, Payan Pool Service has increased employee productivity, improved customer service and increased revenues by more than 50% in less than 3 years.

A Night and Day Difference

With ServiceCEO up and running, Javier found that job management and scheduling became much easier. When Payan Pool Service is performing a complex job like a pool remodel involving multiple vendors, Javier can easily keep track of teams and schedules so everyone knows where they need to be. Employees show up, click on assignments, input job notes and get to work. They no longer need to spend a full hour and a half in the office each morning, which saves them more than 6 hours every day—more time billing out in the field.

Like most business owners, when Javier was in the field things got behind in the office, and when he was in the office things got behind in the field. With ServiceCEO, he's "just as effective in the truck as I am in the office." Tasks like estimates can be done on site. Javier can visit a new job, power up his laptop in his truck, draw up an estimate, email it instantly to the customer, and leave. Without the trips back and forth to the office, Javier has a new level of freedom and flexibility. Now that he can log into ServiceCEO to "keep an eye on the business," Javier can even relax on vacation—almost.

Customer service has improved as well. Before ServiceCEO, when a customer called to ask what their service day was, Javier or one of his employees would have to dig through schedules to find the information—sometimes needing to call the customer back. Now, when they punch the name into ServiceCEO, they can see the service day, the tech's name and when they will be on site. Being able to answer questions in a timely and professional manner has dramatically improved customer service.

"ServiceCEO integrates the whole operation. With everyone on the same page, it's a night and day difference."

A Solution that Grows With Your Business

With ServiceCEO, there's no more waking up in the middle of the night, no more missed appointments and perhaps most importantly, more free evenings. With information at everyone's fingertips, historical job information securely stored in the system for reference, and easy views of who is doing what and what was done—Payan Pool Service has become a high-performance business.

ServiceCEO has helped the company grow without pain. Now that they can easily add new employees and increase the number of jobs they perform, revenues have increased significantly. Since using ServiceCEO, despite the recession, Payan Pool Service has grown revenues more than 50% in the last two and a half years.

For more Information:

Insight Direct is the leading provider of software for companies that need a better way to manage service delivery. Since 1997, our all-in-one solution has helped more than 6,000 customers in 28 countries sell more jobs, work more efficiently, get paid faster, and analyze their business in new ways. Customers include Bay Area Pool Service, Critter Control, CSI Computer Solutions, Handyman Network, High Efficiency Cooling & Heating, Professional Carpet Systems, R&B Plumbing and Heating and The Maids International.

Worldwide Headquarters

Insight Direct, Inc., 60 Canal Street, Boston, MA 02114
Tel: 1-800-471-4200 Email: sales@insightdirect.com
On the Web: www.insightdirect.com

ServiceCEO Key Features

- **Customer Management** – access all customer and job information from a single screen.
- **Sales and Estimating** – Turn an estimate into a booked job with a single click.
- **Scheduling and Dispatching** – Easily schedule and dispatch all jobs from a single screen.
- **Billing and Collection** – Instantly turn a completed work order into a professional invoice.
- **Mapping Integration** – Maximize routing by finding the closest jobs and best employee availability.

