

Customer Case Study



MacDonald-Miller
FACILITY SOLUTIONS

MacDonald-Miller Facility Solutions is a full-service design-build mechanical contractor that focuses on making buildings work better. With its broad design, retrofit and service capabilities, the company specializes in providing answers for its clients' toughest building challenges.

With more than 1,000 employees, including 100 service technicians, MacMiller is already a leader in the Pacific Northwest, counting companies such as Nike, Boeing and Microsoft among its clients. But like every leader, MacMiller is continuously challenged to stay ahead of the competition.

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– Gus Simonds, CEO

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– Brad Busick, CIO



From MacMiller's perspective, one of the biggest benefits of the XO integration is the opportunity to increase customer engagement.

Recently, company leaders took a hard look at the technology behind their business to determine needed areas of investment, said Bradd Busick, MacMiller's chief information officer. Mobility and collaboration were the two drivers identified as key to ensuring MacMiller's continued success and growth. "We have over 1,000 mobile devices running around our shop," Busick said. "We wanted a way to be able to take those devices and allow people to collaborate while they were mobile."

The Solution

Around the same time, MacMiller learned about an interesting new solution being used by a similarly sized Tennessee-based company. Facing a technician shortage and a desire to improve customer relations, that company had recently started equipping its field techs with smart glasses they could use to shoot pictures and video of their work.

Intrigued, Busick and Rory Olson, MacMiller's service operations manager, began thinking about how the same technology could be used at MacMiller. They knew, however, that a connection

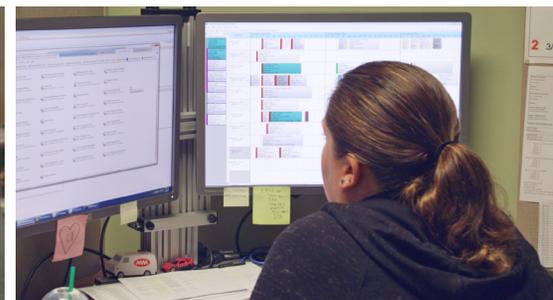
to MobileTech was essential. "We couldn't do it without WennSoft," Busick said.

So WennSoft developers partnered with MacMiller and XO Technologies, the company behind the smart glasses, to create an XO integration to MobileTech, WennSoft's new product that enables MobileTech users to easily link video and pictures to customer accounts. Everything technicians do with their smart glasses is automatically streamed to the cloud, creating one central repository of visual evidence. Customers are provided access to selected photos and videos of the completed work through a link on the job's call summary report.

Customers that have experienced the XO integration are excited about the visibility provided by the technology. "To me, the coolest thing is the customer's reaction when they get it," said Travis Eshpeter, a service foreman for MacMiller. "They're pretty shocked that there is this technology out there."

The Benefits

From MacMiller's perspective, one of the XO integration's biggest benefits is



the opportunity it provides to increase customer engagement. Much of the work done by MacMiller, like pipe and duct work, is hidden behind walls. Other pieces of equipment are in locations that aren't easily accessible, like the roof or basement. The XO*i* integration does exactly what the name implies: It allows customers to finally see exactly what their technicians are doing. With seeing comes connection, and with connection comes trust.

"Anytime we can get some more client engagement creates a higher level of trust," said MacMiller CEO Gus Simonds. "If we can help that building operator make a better decision about something, then I think he'll be more confident about what MacDonald-Miller can do for him."

The ability to better understand the work completed on each job brings another big advantage when the customer gets billed for the work. With MacMiller, a large site may have 20 to 50 calls in a month, and when the customer reviews a bill to approve payment, they're usually not going to remember what each of the charges was for. With access to pictures and video from each call, they can immediately find out.

Not only does that help customers pay their bills faster, but it's also helping MacMiller cut down on overhead. For example, MacMiller has a customer that two technicians typically spend a couple of hours meeting with each month to go over bills and work orders. Most of that time is spent answering questions about individual charges, Eshpeter said.

Now that MacMiller is using the XO*i* integration, those meetings are focused on future projects and potential work. The customer is no longer routinely disputing charges. "They're just paying. They're looking at it and the bills are being paid," Eshpeter said.

Moving forward, the improved engagement provided by the XO*i* integration has the potential to help MacMiller reduce customer churn. In real time, it's also helping them attract new customers. Ninety days after they started using the solution, the company landed a huge national retailer based in part on the fact that MacMiller was using this technology.

"They said, 'No one's doing this,'" Busick said. "We said, 'Yeah, we know.'" MacMiller leadership plans to implement

a number of additional uses for the smart glasses technology in the near future. Chief among those is the ability to enable real-time troubleshooting between technicians.

With the smart glasses technology, technicians who run into a problem can simply hit "call" on their phone and connect with a journeyman. Instead of struggling to explain what they're seeing, the technician can share a live feed through the smart glasses. The more experienced tech can then walk them through the fix. A bonus? Those calls can be billed out at the higher journeyman rates.

Other future uses could include the creation of training videos, attaching photo and video links to field quotes and maintenance proposals, feeding video to the office from a construction site to show the need for a change order, and more. The technicians and site supervisors themselves will likely be the ones coming up with the best ideas, Olson said.

"As we roll this out to the guys, I'm asking them," Olson said. "These guys are doing the work every day. They're going to have a wealth of ideas."

How MacMiller uses the XO*i* integration

At the start of each job, technicians wearing smart glasses record a short video showing the equipment to be maintained or repaired, while introducing themselves and describing the work they plan to do. At the end of the job, they record another video summing up their work. Technicians also have the option to record additional videos and take pictures throughout the job.

*After the job is complete, technicians click the XO*i* tab on the call summary screen in MobileTech, which allows them to select the video and photo content they want to share with the customer. When the call summary report is emailed to the customer, it contains a link that the customer can use to access that visual content.*



WennSoft

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