

Mobile Printing Success Story Field Service



Roto-Rooter saves money with increased productivity of mobile printing solution.



Trusted and recommended since 1935, Roto-Rooter is the premier provider of residential and commercial plumbing and drain cleaning services. Their network consists of 48 company-owned branch offices, over 60 contractor territories and 500 independent franchise operations. Roto-Rooter is the largest provider of complete commercial plumbing repair, sewer and drain services to large and small businesses across the U.S. and Canada.

Roto-Rooter Service Company employs over 1800 Service technicians and receives 5000 job request calls per day. This translates into a million calls annually network-wide.

Each technician handles an average of 2.5 jobs per day.

Prior to implementing their mobile solution, Roto-Rooter ran a manual transaction system. Armed with a pager, phone and 8.5x11 forms, the technician hand-wrote all estimates and job completion forms for each service call. All credit card payments were called in via phone by the technician. Pagers are used to locate the plumbers during the day and communicate deployment schedule changes.

When tasked with improving the productivity of its "army" of technicians, the goal was obvious to Stephen Poppe, Chief Information Officer for Roto-Rooter: find ways that technology can reduce the amount of time between jobs.

"If your drain is overflowing, you're not interested in waiting until tomorrow when we can more efficiently route the job." Poppe said. "How do we get someone with the correct skills to your house in the least amount of time and how do we get them to the next job in the most timely manner?"

With this in mind, CIO Steve Poppe looked for a technology solution that could improve the following:

- **Increase deployment efficiency**
- **Improve cash flow**
- **Decrease transaction costs**
- **Reduce staffing costs**

The answer for Roto-Rooter lay in the integration of mobile technologies, including the PrintekMobile FieldPro printer with built-in card readers, an upgraded mobile Nextel I615 Smart Phone w/GPS, Data and Voice utilizing Gearworks eTrace software.

Company:

Roto-Rooter Service Company
Plumbing & Drain Service

Objective:

Improve productivity while maintaining flexibility with rugged, lightweight mobile devices.

Solutions:

- Nextel I615 Smart Phone w/GPS, Data & Voice services
- Sprint/Nextel voice & data
- Gearworks eTrace software
- PrintekMobile FieldPro RT43 Bluetooth w/MCR printer

Success:

- Eliminated pagers
- Reduced media costs
- Reduced transaction time
- Reduced credit transaction fees
- Service time decreased, increasing productivity

Mobile Solution Success!

Increased deployment efficiency.

Using the Nextel I615 direct connect option, Roto-Rooter was able to save money by eliminating all pagers from the field. Instead of paging technicians and waiting for call backs, the call center is now able to 2-way the technicians to immediately give and receive schedule information and changes. Call centers can now act more efficiently in assigning customer emergencies and altering job schedules.

Improved cash flow.

"Filling out an 8.5x11 sheet of paper takes time," Poppe said. "But with a handheld and the printer, they just have to punch in the job codes and we can produce a piece of paper that is a professional image of what the invoice really is". The 8.5x11 forms cost 10¢ each. Roto-Rooter was able to save a significant amount of money by replacing the 8.5x11 form with a short length of low-cost thermal paper.

Decreased transaction costs.

Utilizing the FieldPro optional MCR, Roto-Rooter technicians are now able to swipe customer credit cards right on the spot. This eliminates the need to phone in a credit card payment that can result in data errors and lost technician time. In addition, the credit card agencies encourage automated data capture systems and Roto-Rooter saw a substantial reduction in fees.



ROTO-ROOTER
PLUMBING & DRAIN SERVICE
For Service: 1-800-GET-ROTO

Customer Name: CINDY VENTURA
Customer Address: 123 ANYWHERE LN
City, State, Zip: ANYCITY, AS 12345
Branch: 125 Invoice: 10392554 Time: 20950
Technician Number: 125-689

ESTIMATE TO PERFORM WORK

PROBLEM	INITIAL	ESTIMATE \$
Main/Branch Line:	-----	-----
Kitchen Sink:	-----	-----
Floor Drain:	-----	-----
Bath Sink/Tub-Shower:	-----	-----
Toilet:	-----	-----
Laundry:	-----	-----
Water Heater:	-----	-----
Disposal:	-----	-----
Fixture Br/EL:	-----	-----
Other:	-----	-----

TOTAL BEFORE TAX: -----

COMMENTS:
Credit Card #: -----
Expiration: -----

WORK ORDER AUTHORIZATION I authorize the services described above and agree to pay the amounts indicated. I have read and agree to the terms in the brochure provided, including the limits on Roto-Rooter's responsibility.

Signature: ----- Date: -----



Using the 4" receipt reduced transaction time, and increased legibility and accuracy of the job information.

Reduced staffing costs.

In the first week of the mobile solution deployment, Roto-Rooter saw a 20% increase in productivity.

"Our new mobile solution really shortens the time from completion to finish out...the technicians saved about 10-20 minutes per job, which meant we could get another job in each day."

Higher productivity results in increasing service capacity, without increasing the number of service technicians.

With the successful rollout of this mobile solution, Roto-Rooter expects rapid payback and improved ongoing service cost structure, while enjoying the benefits of greater customer satisfaction – a winning business combination!



For additional mobile solutions or information regarding PrintekMobile FieldPro printer visit our web at www.printek.com or e-mail us at info@printek.com.

