Field Service Leaders Leverage the XOi Vision™ Technology Platform to Overcome Top Industry Challenges

Field services companies face several pressing challenges in the current business environment. Across industries, businesses and customers have embraced digitization. Today's customers expect more information than ever before and trust service professionals less.

Strong customer engagement drives success in service-oriented trades. Now, trust must be earned with a new generation of commercial customers, many of whom work offsite in regional offices affording little or no opportunity for face-to-face contact.

In a future where most customer contact will be digital, experience becomes the critical competitive differentiator. New and younger customers demand a higher level of communication and collaboration from field service providers. Service companies that leverage technology for greater workflow efficiency and technician productivity will outperform peers.

A growing skills gap further complicates the future for field service organizations. According to the US Department of Labor, there were 800,000 unfilled skilled trades jobs last year — a number that some predict will rise to 31 million by 2020.¹ There is also a generational gap: 40 percent of the country's skilled trades labor is eligible to retire within the next 10 years.

The XOi Vision™ platform addresses these current challenges through the innovative use of wearable technology, mobile devices, cloud streaming, video and photo, and machine learning. This is how three companies are using Vision™ to drive growth and engage their customers.

¹ Adecco, "Skilled trades are in demand as boomers retire," April 12, 2018.

Discover how XOi Vision™ can add efficiency to your workflow and strengthen customer relationships. Call 800-230-7047 to request a demo.
XOi Vision™ Helps MacDonald-Miller Facility Solutions Lengthen its Lead over Competitors

OVERVIEW
MacDonald-Miller Facility Solutions (MacMiller) is a full-service design-build mechanical contractor that focuses on making buildings work better. With more than 1,000 employees, including 100 service technicians, MacMiller is a leader in design, retrofit and service capabilities in the Pacific Northwest, counting Nike, Boeing and Microsoft among its clients.

GOAL
MacMiller wanted technology to help set the company apart from competitors, improve customer engagement and empower employees to communicate better with each other.

SOLUTION
MacMiller executives worked with technology partner, KEY2ACT, and XOi Technologies to create Key2Act’s “See” powered by XOi—a video collaboration platform that enables technicians to easily link video and photos to customer accounts through mobile devices. See how XOi Vision™ integrates into KEY2ACT to provide techs with a seamless experience.

At the start of each job, technicians use their mobile devices to record a short video showing the equipment to be maintained or repaired, while introducing themselves and describing the work they plan to do. Photos and video are automatically streamed to the cloud, creating one central repository of visual evidence. At the end of the job, they record another video summing up their work. When the call summary report is emailed to the customer, it contains a link to access the visual content.

RESULTS & BENEFITS
From MacMiller’s perspective, one of the biggest Vision™ 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. Video and photo documentation allows customers to see exactly what technicians are doing.

The ability to better understand the work completed helps customers pay bills faster, with fewer phone calls to MacMiller. A large site may have 20 to 50 service calls in a month, and when the customer reviews a bill, they often can’t remember the details associated with each charge. Access to pictures and video clarifies each job.

Vision™ improves customer engagement and delivers a service experience that differentiates MacMiller from competitors. Instead of spending customer meetings going over bills and work orders, service managers focus on future projects. Vision™ also helps attract new customers. Ninety days after they started using the solution, MacMiller landed a huge national account based in part on the company’s use of video technology.

"While there are incredible operational efficiencies that enable mobility and collaboration for our staff through telepresence and increased accountability, the real benefit of this technology is that our customers can now witness firsthand the current state of their building through a multimedia experience."

Bradd Busick, CIO, MacMiller

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Arista Air Conditioning Corporation is the most trusted heating, cooling and refrigeration provider in the New York City metro area. The company serves more than 3,000 commercial and luxury residential customers with hundreds of highly-trained field service technicians, 100 trucks and the latest technology.

Arista Air Conditioning wanted to demonstrate their service leadership in the HVAC service market and increase transparency to the customer.

The company armed all of their technicians with the cloud-based XOi Vision™ mobile app. Technicians use their mobile devices to generate photo and video documentation of every service call for Arista’s customers. XOi Vision™ content also helps the organization train technicians efficiently and cost effectively, using real-world video examples.

Evidence-based video collection elevates the customer service experience to an unparalleled level by enhancing communication, optimizing record-keeping, and providing technicians with easy, immediate access to the collective experience of the company’s technicians.

The XOi Vision™ platform ensures that field service techs can clearly communicate job requirements, progress, and circumstances through the lifecycle of the relationship. Videos and still images get added to customer-facing records so they can verify they are paying for the correct services.

Vision™ helps senior field service technicians collaborate with less skilled techs on unique problems or unfamiliar equipment through shared, real-time video. The company benefits from the knowledge of its best techs on every jobsite, without having to roll a second truck, which costs over $400 on average in the field service industry.

“We think giving our employees the ability to instantly tap into the collective wisdom of technicians, who jointly have thousands of years of experience, is an invaluable resource.”

Michael Rosone, Vice President of Service Sales, Arista Air Conditioning

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Lee Company Closes the Skills Gap with an Efficiency Boost from XOi Vision™

**OVERVIEW**

As the largest mechanical contractor in Tennessee, Lee Company has served businesses and families for over seventy years. With more than 1,000 employees, their experienced HVAC repair technicians, electricians and plumbers serve residential customers while professional engineers, certified construction and facilities managers lead field personnel in serving commercial customers.

**GOAL**

Lee Company wanted to use technology to empower growth despite the technician shortage. They needed technology that would help train younger, less experienced technicians and improve efficiency so technicians could complete a growing number of jobs.

**CHALLENGE**

Lee Company, along with HVAC contractors nationwide, struggles to locate and hire qualified technicians. The demand is only increasing and there is not enough time in the day for existing skilled labor to answer the need. In addition to this, customers expect greater levels of accountability and transparency from service vendors than ever before, according to Steve Scott, VP of Facility Solutions.

**SOLUTION**

In 2015, Lee Company piloted the XOi Vision™ visual intelligence technology platform before rolling it out to the entire organization the next year. Two years later, their technicians are averaging more than 2,300 videos, 12,000 photos and 50 telepresence calls in a week.

**RESULTS & BENEFITS**

The Vision™ platform empowered Lee Company to support technicians immediately through telepresence and reduced down time for customers. According to VP of Facility Services, Mike Harrell, Vision™ quickly paid for itself. They achieved a $9 ROI per $1 invested in XOi’s technology, saved $500 on average each month per tech on things like travel and labor costs avoided with telepresence, and averaged $2,500 in incremental sales per month per tech by increasing customer visibility and transparency. They also noted a decrease in the number of calls from customers seeking additional details.

For new work, technicians record video to talk the customer through the repair process and provide a visual of the work site. When junior technicians need support during a repair, they send video of the job. Senior technicians save time by walking newer technicians through repairs without having to drive to the customer site. This telepresence has enabled the team to serve more customers in spite of declining skilled labor availability.

“The return on investment (ROI) that we’ve experienced with Vision™ platform has actually been very surprising. Normally, when you do an investment you’re thinking if you can get $2-3 to $1 you’ve done a great job. The ROI we’ve experience has been $9 to $1.”

*Mike Harrell, VP of Facility Services, Lee Company*

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