

Samsa Mechanical Services Turns Up the Heat on Competitors with ServiceMax



Challenges...

- Technicians didn't have the right tools to track labor time properly leaving job costs unaccounted for and unbillable
- Electronic forms didn't provide the right information to the technicians at the customer site
- As a small business owner, Brian Samsa found himself stifled by paperwork, distanced from his customers and unable to grow his business

Applying technology led to...

- Peace of mind for a busy business owner with a complete view of his service business from anywhere using ServiceMax Express
- Installed product history at the push of a button to improve time to repair with ServiceMax Mobile for iPad
- Service technicians that are focused on the job at hand with ServiceMax Service Flow Manager

The road to success is delivering...

- A 20% increase in billable hours
- An expected 100% increase of revenue from a new building automation service line



All roads lead back to the customer

Brian Samsa and his family have been in the commercial and industrial heating, ventilation, air conditioning and refrigeration service contractor business for more than fifty years. Based in Appleton Wisconsin, Samsa Mechanical covers the entire state and competes with much larger HVAC outfits, where it is outmanned sometimes three-to-one. For Brian, who is the current Samsa family successor, staying close to customers is not only his passion, but a business imperative.

When Brian took over his family's business during one of the largest and deepest recessions, he was well aware of the effort needed to keep a HVAC service business running. He grew up with the company and worked as a technician. But, he wasn't prepared to spend all of his time in the office – tracking and invoicing work orders, following up on technicians' billable hours and making sure customers' invoices were paid.

Outside the office, Samsa techs went along their daily service routes without accountability for time spent on the job. Brian knew that between lost paperwork and non-billable hours, Samsa would have to spend twice as much to make up for lost revenue. He needed a way to make the office run more efficiently and be a cash-generating technician.

At the intersection of work and life

Brian knows the importance of empowering his techs with everything they need to get the equipment repaired, not just working. The company motto is “no Band-Aids.” As Brian explains it, “[As a tech] you don't need to know everything, you just need to know where



With ServiceMax I don't have to be tied down to my desk, I get to do the type of work I want to do and stay close to my customer. Automating old systems is something I enjoy. It not only helps my customer and saves them money, but I also see the benefit too with remote access and monitoring.”

Brian Samsa, Owner, Samsa Mechanical Services

>> Customer Quick Facts

INDUSTRY:
Commercial HVAC Services

SIZE:
~35 employees

HEADQUARTERS:
Appleton, WI

WEBSITE:
<http://samsaservice.com/>

to find it." His people make the business successful, so he makes sure to provide all the right tools and support. One of those tools is ServiceMax Express.

When Brian implemented ServiceMax, putting an iPad in the hands of every technician was more than justified. While he was considered cutting edge in Wisconsin HVAC service circles, for Brian, it just made sense. "All of my competitors were still using clipboards and paper forms, I knew it was going to be harder for them to implement a mobile software solution." With an organization half the size of most of his competitors', the burden of implementation and training was small and he knew his team would adopt the software quickly. But, what really fanned the flames of automation for Brian was the flexibility it gave him as a business owner, service technician, and family man.

With ServiceMax, Brian is able to view the status of a service call from anywhere. He can be in an airport awaiting a plane to Orlando for his yearly vacation and still provide all history on a HVAC installation to his technician via the iPad application. With ServiceMax Service Flow Manager, he can ensure that the necessary installed product data is available to assist the technician in repair and recommendations for replacements. ServiceMax provides all the historical data they need and controls for a lot of other information they don't - keeping them focused on the task at hand.

Solutions

ServiceMax Featuring:
Installed Base & Entitlements,
Work Order Management &
Advanced Scheduling
ServiceMax Mobile for iPad
MaxCare Premier Support

Turning the corner on new services

Brian tracks hours spent on a job more precisely and the boost in productivity and revenue has afforded him time to start a new HVAC building automation service line. With the same number of employees, Samsa Mechanical can now take 20-year-old HVAC systems and update them to today's standards. With refurbished electronics, ancient equipment can be modernized to work remotely, saving Samsa's property management customers a ton of time in system monitoring and new equipment costs.

Since Samsa has implemented ServiceMax Express, Brian has seen a 20% increase in billable hours. His technicians are more productive and accountable for their time. Brian is able to get back to the work he enjoys as a technician, and he doesn't have to sacrifice time at home for time spent behind a desk.