GeoOp.

www.geoop.com | info@geoop.com

Coxtech
Case Study

Overview

Coxtech is an IT services company whose staff are IT, Web and App Geeks. Their main office is in Albury NSW with a second office in Ho Chi Minh City, Vietnam. Coxtech helps businesses with their technology support needs, builds websites, offers web hosting, builds iPhone/Android apps and more.

Their aim is to be the best tech company in their area which clients can trust and rely on. They want to deliver on time every time.

Their story

Before Damian found GeoOp, he was riding the boring and tedious pen and paper job dispatch and workflow management bandwagon like everybody else. "Before GeoOp, our business process was based purely on paper which was a nightmare." His job management process was a copy/paste of what we continuously hear from businesses like his.

Firstly they used word templates for each job, which they would change to suit. Then came printing it and handing it over to all the staff. One job, one sheet. The sheets needed to be completed by the end of the day and handed over to the office to be typed into the accounting system manually for invoicing. This meant that the staff on the field would need to manually fill out the sheet, add all the details and return to the office at the end of the day- regardless where they would be, so they could be invoiced. "We had another person jump onboard to help me with the admin workload, just to keep track of it all. At times it got very confusing about who was doing which job," says Damian.

Summary	
Company	Coxtech
Industry	IT
Location	Albury NSW, Australia
Result	Systems are streamlined
	Save about 4-5 hours a week in administration time
	Revenue increased

Time was wasted just on writing it all in and driving back to work before heading home, not to mention handing the workload over to the Office Manager. This system was not favoured, so Damian look at alternatives. Online webforms (don't ask) was what he went for. This didn't last long either, because they still required continuous emailing and phone calling. Until even more frustrated, Damian spent some time researching the web and found GeoOp. The rest is history.

First Impressions

Nobody likes change. Especially at a workplace. So it was natural of Damian to be a little concerned about how his staff will react to his news about going ahead with GeoOp. But Damian had nothing to worry about, because implementing GeoOp has been a breeze.

Damian simply downloaded the iPhone App from the Apple Store, created an account on GeoOp website and away he went. He quickly got the gist of it, gave his team a quick run through and they were officially GeoOped. "I didn't want to shock the business and my staff with too much change, but after introducing them to it, they were absolutely fine. It's very easy to understand the logic behind GeoOp and that's what makes it so easy to use." Everything seems to have gone very straightforward for Damian and his team."We were watching continuous improvements to the system since the sign-up which was very good." says Damian.

Damian's biggest reason for moving to GeoOp was to be in control of the jobs; knowing job statuses was Coxtech's main challenge. Well GeoOp was able to help there. "We wanted to keep track of the job statuses, because it was becoming a challenge to know what they were unless our whole team was in one room at the same time- which wasn't very often." Today, this is not an issue at all. "It's all there in the system whenever I want to see it and I know exactly what jobs have been done, which have not, and everything in between," says Damian.

" We were watching continuous improvements to the system since the sign-up which was very good

Benefits

When we asked Damian about some of his favourite features, he said that the GPS feature is definitely one of them. "One of my staff members was new to the area and unfamiliar with the locations I was sending him to. Luckily GeoOp was able to support him there. The mapping component of GeoOp is brilliant because it is embedded with all the job details" said Damian. He is right. When a job is entered into GeoOp, one is able to add its exact address. It then shows up on the map on the GeoOp App and on GeoOp Online. Naturally it also tracks down the worker's location, and helps direct him to the location when he needs it. That's why his "new guy" never got lost and always showed up to jobs on time.

Damian also said he loves how he was able to import their old database into GeoOp. He didn't have to type it in manually. That would've been hell. "Now we use GeoOp as the main client database, so whenever something changes, we update the details in it so everyone has access to the latest client information." says Damian. Damian doesn't even want to reminisce on the old days and how they used to handle this. It was messy.

Damian also loves the lookup search option. "It recognises words really well, even if you can't remember exactly the name of a particular client, you can play with it a little and you will find what you are looking for." He is also a fan of the quick and easy Add Job function. It's super easy to log your job into the system and get on with work. "GeoOp moulds to your way of doing things, which is why I'm a fan. It supports whichever way you work. We decided to log the jobs as unassigned at first and later we decide internally who will take the job and assign it then. We like having that option. GeoOp doesn't restrict us in any way, but rather supports our company culture," says Damian.

A fresh new GeoOp Online Interface has recently been released. Its point was to make it look sleeker and allow for easier navigation. Along with it, we also added a few cool new features. Damian seems to like it. "The new interface is great- you can split the scheduler by job statuses; so new/in progress/on hold/complete etc. We can even add as many statuses as we like and name them whatever we like. It has made my job again that a little bit easier." It's our job to make your job easier, Damian!

> " *Now we use GeoOp as the main client database, so whenever something changes, we update the details in it so everyone has access to the latest client information*

Reliability

Damian also said a few times during the interview, how much he likes our customer support. He said he has had a couple of minor issues in the past, but after contacting us he has found the customer service to be second to none. "Suggestions are always responded to and resolved quickly," says Damian. "The guys at GeoOp are friendly and actually happy to help. The few minor bugs we've had in the past were fixed quickly and we've never had down time."

GeoOp has recently also adopted a brand new Support Desk. Damian seems to like it. "I like how you can log a ticket in, essentially it means you post a suggestion or a question to the team at GeoOp, then you get an answer back usually within 24 hours. It's quite a professional way of doing it. It's been good."

> " *The guys at GeoOp are friendly and actually happy to help. The few minor bugs we've had in the past were fixed quickly and we've never had down time*

Return On Investment

Damian started to see the benefits that came with GeoOp pretty quickly. He's had one person less doing the administration side of the jobs, because GeoOp has handled it so well. Since then, he's sent this person out to the field doing the jobs! "The person who was helping me manage the jobs is now out there working and generating more income for the business. More money coming in, so that's good," says Damian.

"We also save about 4-5 hours a week in administration time. This gives me more time to chase new work and do more billable hours," says Damian. "Simplicity is probably the best compliment I can give you," says Damian. "It's so easy, nobody should be afraid of change, if it is with GeoOp."

> *It's so easy, nobody should be afraid of change, if it is with GeoOp*