



MacDonald-Miller FACILITY SOLUTIONS

XOEye Customer Case Study: MacDonald-Miller

THE SITUATION

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.

Recently, company leaders took a hard look at the technology behind their business to determine needed areas of investment. Mobility and collaboration were the two drivers identified as key to ensuring MacMiller's continued success and growth.

Leadership wanted to empower their people to communicate with each other and with customers while they were in the field.

THE SOLUTION

Around the same time, MacMiller learned about an interesting new solution being used by a similarly sized Tennessee-based company and one of XOEye Technologies' existing customers. 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. Bradd Busick, MacMiller's chief information officer, and Rory Olson, MacMiller's service operations manager, immediately saw the potential for using XOEye's technology at MacMiller.

MacMiller, along with their technology partner KEY2ACT, reached out to XOEye to figure out how XOEye could empower communication across their organization. XOEye collaborated with them to create "See", a new product that enables users to easily link video and pictures to customer accounts through mobile devices.



THE SOLUTION (CONTINUED)

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. Everything technicians do with their smart glasses is 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. Technicians also have the option to record additional videos and take pictures throughout the job.

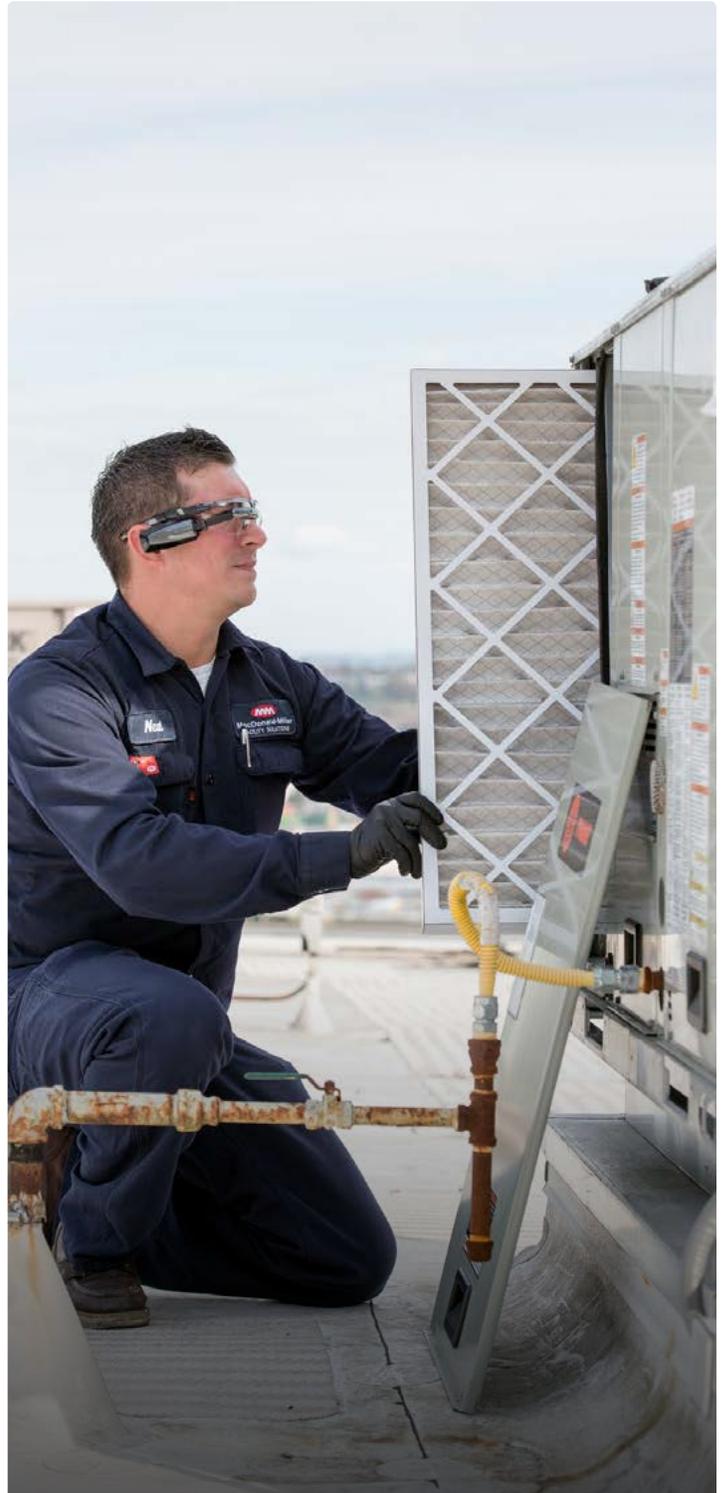
After the job is complete, technicians click the XOEye tab on the call summary screen in MobileTech, which allows them to select the video and photo content they want to share with the customer. When the call summary report is emailed to the customer, it contains a link that the customer can use to access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

Customers that have experienced See are excited about the visibility that the technology provides.

WHAT OTHERS ARE SAYING

To me, the coolest thing is the customer's reaction when they get it. They're pretty shocked that there is this technology out there.

— Travis Espheter, MacMiller Service Foreman



THE BENEFITS

From MacMiller's perspective, one of See'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. See 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. 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.

— Gus Simonds, MacMiller CEO

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, Espheter said. Now that MacMiller is using See, the customer is no longer routinely disputing charges, and those meetings are now focused on future projects and potential work.

Moving forward, the improved engagement provided by See 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 account based in part by 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."

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