

THE HINDSITE SOLUTION

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Case Study: Nature's Helper, Inc.



"After I saw how much HindSite could help us improve our business and how different it was from the previous software we were using, I was sold."

– Howard Kucera, Owner, Nature's Helper, Inc.



At A Glance...

Customer Profile

Nature's Helper, Inc. launched in 1998, by Howard and Tina Kucera. Based in Omaha, the irrigation company focuses on sprinkler design, installation and service. During the colder months, Nature's Helper designs and installs holiday lighting and performs commercial snow removal.

Since its inception, Nature's Helper has become the water efficiency expert in Omaha.

Nature's Helper employs three office staff and between seven and fifteen field technicians. While it consistently provided dependable, quality work, the company struggled with organizing customer data and effectively sharing it with techs in the field.

They decided to try The HindSite Solution to solve their inefficient ways.

The result?

Implementing HindSite increased productivity and customer satisfaction. The company now has precise records, getting a leg up on competition



“HindSite Software is very open to new ideas and is always asking for suggestions to make it better. They allow us to configure the program to maximize our efficiency.”

- Tina Kucera, Nature's Helper

The Challenge

Nature's Helper's biggest issue stemmed from its sprinkler winterizations. Every August, the company exported customers' names and addresses into a large spreadsheet, organized by zip codes. A temp was then hired to sort through all of the customers' names, update pricing for mailings, enter the dates of service and add specific information about different properties. The temp worked for 80 hours during August, compiling the data.

The company used a scheduling program for repairs and service. Unfortunately, this software did not work well with the specific needs of winterizations. It didn't create a much-needed customer database with customizable fields.

On site, the field techs needed multiple spreadsheets for each customer.

Nature's Helper tried to perform as a paperless company, but by using only a barebones software solution, it wasn't able to satisfy every customer.

Nature's Helper saw a need to collect more customer information to be better prepared for each job. Without a software database, the company had no place

for extra customer data where it could be accessed and organized through reports. In order to reduce time on the jobsites, Nature's Helper needed customer information easily assessed outside the office.

Finding The Solution

The solution for Nature's Helper came from a sprinkler supplier, REAMS, in early 2009. REAMS suggested HindSite Software of St. Paul, MN. This field service management system was designed specifically for the service industry and was founded by an irrigation business owner frustrated with inefficiencies.

Through the use of netbooks and smartphones, the HindSite Solution streamlines office-field communication, job-tracking and scheduling. For the office, the software organizes customer information into a customizable and searchable catalog.

Early hesitations about cost were repealed once the vast benefits of this software were understood. Nature's Helper employees now run reports based on specific customer information in seconds. The company can search for customers using backflow covers and send them reminder emails with just a few clicks. Customers' special instructions are easily accessed by field techs through their PDA.

Information tracking through HindSite gives Nature's Helper insight to make informed decisions. Techs time in and out of jobs, report driving time and complete timesheets through the field service software. As a result, the office staff can confidently tell customers exactly when the field tech was at their home and make better business decisions based on this information.

Key Take-Aways

1. Reports require 65 fewer hours and can be completed by the year round office staff.
2. Customers are continually impressed by the customer service they receive.

The Benefits

Nature's Helper has improved customer loyalty by providing expert information on each customer's system. The company is equipped to handle customers without delay. Customers are continuously impressed by the service provided by Nature's Helper.

Internally, the company is saving labor hours by eliminating the winterization spreadsheet project. Now, the reports require 65 fewer hours and are completed by regular office staff.

Field technicians easily move from job to job with HindSite's invoicing features and its option to add on MapPoint. Employees sync their PDAs to view the entire day's appointments. Paperless invoicing reduces the chance of billing being forgotten or pushed aside.

Unfortunately, after only two months with the HindSite system, Nature's Helper's office was burglarized. Almost every computer and handheld device was gone. Without delay, HindSite reinstalled the software on new equipment and helped get the company back on its feet. Nature's Helper is still gaining knowhow on the HindSite Solution, but looks forward to all the new possibilities with this partnership.

In 2010, the company was voted among the top three irrigation companies in Omaha Magazine's "Best of Omaha" contest.

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