

THE HINDSITE SOLUTION

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Case Study: Rain One, Inc.



"I am now almost 44 years of age and I really wish that I could have been operating with this software when we started, as I would have been that much further ahead in life and business."

- Blair List, President, Rain One, Inc.



At A Glance...

Customer Profile

Rain One is a full-service irrigation company based in Blacklick, Ohio. They serve Central Ohio's lawn and garden sprinkler system needs. President and founder, Blair List, began the company in 1991. Rain One completes a wide range of projects, from residential properties to golf courses.

List and his employees provide dedicated, up-to-date services and take pride in every job. Rain One is a proud member of the Better Business Bureau of Columbus and has received "Angie's List Super Service Award" since 2002.

With continuing expansion, Rain One was faced with the challenge of overwhelming paperwork required in backflow testing, coupled with their old-fashioned scheduling system. They were in need of a solution.

The HindSite Solution was their answer. With HindSite, Rain One's techs use netbooks to organize paperwork and sync with the office to stay organized. Work orders are scheduled by neighborhood, reducing commute time.

The result?

Rain one is now able to complete more service calls with fewer employees. They never have to skimp on customer service and all while continuing to grow.



“The bottom line is that everyone is happy with HindSite, and we really don’t know what we would do without it today. The software gets comments from the staff all the time.”

- Blair List, Rain One, Inc.

The Challenge

Backflow testing has become an integral part of Rain One’s business. Most of Ohio requires a yearly backflow test on all sprinkler systems to ensure the safety of the public water supply.

With each test, a great amount of paperwork and information is required. Rain One’s backflow tester came into work two hours early everyday just to fill out the test results.

In the field after inspections, the employee scrawled out a printed worksheet that then needed to be hand delivered to the office before being faxed to the city offices. Ten hours a week of work time was being spent on paperwork.

In the office, Rain One’s field service management was outdated and out of control. Two office personnel handled phone calls and scheduled work orders. The employees used a beautician’s scheduling book to keep everything organized. This inadvertently forced the technicians to travel across town for each job. This added time on the road, and decreased the productivity of each workday. Customers, service technicians and office staff were unhappy with Rain One’s inefficient system.

In 2005, List knew his company was struggling under the weight of its paper-driven system, but he was afraid to trust a field service software system. Seven years earlier, List thought he had found an answer in custom software. Unfortunately, the chosen software company filed for bankruptcy the day prior to Rain One’s initial setup. With \$10,000 down the drain, List was apprehensive to try out another software, but knew Rain One could not stay viable without a change.

Finding The Solution

Back to the drawing board, List thoroughly interviewed ten field service software companies until he found Rain One’s answer in HindSite Software. HindSite was founded by an irrigation business owner frustrated with paperwork. That, coupled with backing from Rain Bird, comforted List that the system would work.

HindSite turned Rain One into a completely paperless company. Instead of using a scheduling book, worksheets or paper work orders, HindSite implemented netbooks.

Backflow testing was completely revolutionized. The tester needed but three minutes on a netbook to complete the entire day’s backflow paperwork. HindSite Software created an assessment for the tester’s netbook or PDA to be filled out in the field. Once completed, this report is immediately sent to the Rain One office computers, where an employee runs the information into the original worksheet. The office then faxes it to the city for the annual required processing.

In the office, the beautician’s schedule book was trashed. Now, work orders are placed directly in the system and arranged by neighborhood. No more driving all over town. Every employee is synced to the office from the field, eliminating extra hours driving to Rain One’s home base.

Key Take-Aways

1. Rain One's techs now bill for 90% of their day, instead of 40-60%
2. Doubled the amount of service calls completed each day, thanks to the organization HindSite offered.
3. A customer base that has grown by 73%, while still operating with fewer than 10 employees.

The Benefits

With the use of netbooks and PDAs on the job, Rain One's techs bill for 90% of their day, instead of the 40-60% before the software. The company also doubled the amount of service calls completed each day, fully changing the meaning of a "successful month" for the techs.

List appreciates the peace of mind from the availability of remote access. HindSite offers a "live snap shot" of his business from anywhere. There is no need for to act as a babysitter since every employee is accountable for themselves. Rain One's backflow tester will complete 1,400 tests in 2010 and the customer base is approaching 3,000 active customers overall.

Since 2005, Rain One's customer base has grown by 73%, but remarkably operates with ten fewer employees. The company is utilizing this efficiency by recently opening a second branch in Louisville, Ky., and consistently offers each customer unsurpassed customer service.

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