

SUCCESS STORY

Master Mastic

Adopts Digital Scheduling to Stay Ahead
in Expansion Joints Repair

SERVICEBRIDGE™
by GPSINSIGHT





Company Profile

**Company:**

Master Mastic

Industry:

Waterproofing

Website:

mastermasticdfw.com

Company

Master Mastic began as a family business in 1998, specializing in sealing expansion joints for the swimming pool industry.

Business Challenge

When Master Mastic first started, the expansion joint caulking company used a binder to keep track of jobs, while using a map application to navigate to them.

As the company began to grow, their workflow processes changed, becoming even more inefficient. Job scheduling now involved plugging addresses into Google Maps and taking a best guess at an optimal route.

As estimates and work were scheduled, relevant job information was squeezed into one line of a Google Calendar appointment. Schedules were then printed – any additional notes were handwritten in – and Master Mastic's Office Manager would use an emailed photo of the printed schedule to confirm appointments.

Technicians were given printers in their homes to print out each day's schedule and they'd receive a text with any cancellations or changes. At the end of the day, they'd take a picture of that printed schedule – which also contained their handwritten notes and measurements for each job – and text it to the office team. Invoices were then typed into QuickBooks and sent to customers.

With so many systems and processes to keep track of, Master Mastic sought a better, more efficient way to:

- Schedule and assign jobs
- Maintain communication between the office and field teams
- Invoice customers and collect and reconcile payments

The Solution

When they first began using a field service management software solution, Master Mastic found that it helped to solve some of their challenges. But it lacked scalability as they looked to grow their expansion joint sealing business even further. After assessing other options on the market, they found an ideal solution with GPS Insight. While other platforms they considered had similar functionality, the company found that they lacked other key features, didn't have as clean a user interface, and carried a higher price tag.

The Results

A smoother workflow has allowed Master Mastic to eliminate man-hours previously dedicated to inefficient processes. The company has been able to hire new staff that spend their time focusing on business growth and other detail-oriented challenges, instead of tedious tasks and communications. Master Mastic has also gained a reputation with their customers as being organized and professional, which earns them repeat business.

More Sales Opportunities

The ability to assign jobs to technicians based on the job location with ServiceBridge was a game-changer.

We have been able to double our sales with almost less effort.

—Brian Stilwell
Owner
Master Mastic

The ability to see in real-time the pinpoints of jobs on a map and where they are clustered helps us to make sure our crew isn't running from one side of town to another. Assigning our techs to work in those clusters with efficient routes creates more sales opportunities because they are not spending time driving."



Highlights

- Jobs are now assigned to technicians based on location and proximity to one another
- Efficient scheduling allows technicians to spend more time on jobs and less time driving
- Two-way QuickBooks Online sync saves time and the need for double accounting entries
- Electronic work orders streamline communication between the office and the field

Communicating Without Communicating

One of the most important factors in Master Mastic's search was cutting back on time spent on cross-connection between their office and technicians, being able to "communicate without communicating." With ServiceBridge, all job data – not just what could fit on one line of an appointment block – was contained in an electronic work order that was impossible to lose or misplace like paper. Technicians no longer needed to print their schedule each day, instead accessing it with their work orders on a mobile app. Photos of handwritten measurements and job sites were now stored in each work order instead of being texted to the office team. A real-time sync from the tech's mobile app and the office also meant that estimates could be sent to customers immediately, which allowed for real-time approval and seamless conversion into a job.

It's worth it to pay for a system that does it for me.

—Brian Stilwell
Owner
Master Mastic

Two-way QuickBooks Online Integration is Better Than One

Another compelling reason Master Mastic chose to switch to ServiceBridge was a two-way sync integration with QuickBooks Online. As a tech completed a job in the field, office staff could, with the click of a button, create an invoice that instantly synced with the company's QuickBooks Online account. Emailing customers their invoices, with a link for payment, eliminated the time office staff spent collecting credit card information over the phone. Payments then synced from QuickBooks Online to the ServiceBridge platform, a functionality that their original software provider did not offer. It has saved Master Mastic time and the headache of double data entry.



Product Link

- [ServiceBridge](#)

About ServiceBridge

Founded in 2004, GPS Insight has the experience you can trust. We have built solutions to make your business thrive. Through innovation and creativity, we make powerful tools that meet your most pressing needs.

In 2020, GPS Insight acquired ServiceBridge to make sure that mobile workforces have the tools they need to execute at every level, from headquarters to field technicians.

With the combined power and expertise of ServiceBridge and GPS Insight—two leading innovators in fleet and field service management—we deliver best-in-class service, solutions, and technology that offer more value to our customers by connecting operations across organizations.

We do it all with energy, care, and an unwavering desire to make your lives easier and safer. We do it all—because we care.

ServiceBridge

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