



For Empire Pools, It's All About Efficiency

If you are not using Smart Service™ you may be missing revenues.

Mike, Owner of Empire Pools said, "You can tell that whoever wrote Smart Service™ has a lot of knowledge about the service industry. You guys didn't leave anything out."



Name	Mike Annunziata
Title	Owner
Company	Empire Pools

Customer Profile

Empire Pools Inc. is an 11 year old full service pool company. They provide installation, maintenance, and contracts for private and commercial pools. The company is located in Long Island, NY and has 8 year round employees, and as many as 7 seasonal employees during their peak season. Empire Pools also does retail sales of Spas, Pool equipment and Parts.

Business Challenge

Mike explained what major challenges he faced; trying to manage a vast growing customer base, while scheduling and dispatching all confirmed jobs. He finally reached a breaking point because he was losing business, due to the amount of time it was taking just to gather the customer's information and scheduling their service by hand over the phone. Mike had also realized that he needed a more efficient process for routing his jobs. Mike knew that if he had the right system in place, he could increase the number of jobs he did each day by 2 or 3. These issues led Mike to find a service based software system that would support the growth of his company.

Solution Overview

Mike implemented Smart Service™ approximately 3 years ago. The system allows him to efficiently find all customer information enabling him to schedule services within minutes. Utilizing the route mapping and Smart Find features ensure that he has efficient, tight routes that are critical to ensuring that time and fuel are not wasted while offering services across town. This has enabled him to provide more services to more clients. Mike said, "Smart Service™ has helped me run my business instead of my business running me."

Business Benefits

Empire Pools Inc. has been able to grow revenues consistently over the years. Mike is happy because his clients are very satisfied and confident of his ability to meet their needs. Empire Pools Inc. is confident they will never miss an appointment. This freedom has also allowed Mike to focus more of his time on marketing and tasks that will help him continue to grow his company.

Case Study

Empire Pools Inc.

AT A GLANCE:

Customer:

Empire Pools Inc.

Location:

Long Island, NY

Industry:

Full Service Pool Company

Business Challenge:

Scheduling services efficiently in order to grow the business.

Solution:

Implementation of Smart Service™.

Results:

Increased revenues, more efficient, and better customer service

