

THE KEY TO CUSTOMER-DRIVEN EFFICIENCY

A ROOFING CONTRACTOR RELIES ON TECHNOLOGY TO CREATE REVOLUTIONARY CUSTOMER EXPERIENCES AND OPERATIONAL EFFICIENCY

WRITTEN BY **REHANN RHEEL** | The advent of mobile and cloud-based technology has taken root and transformed our personal and professional lives unlike any preceding computer technology. An estimated 1 billion smartphones and more than 90 million mobile tablets are expected to be in the pockets and briefcases of individuals and business users by 2016. This technological growth trend and the increased mobility of the workforce is forcing companies to be creative in generating strategies to embed these new devices into their everyday operations to stay competitive within their marketplace. More importantly, it is critical to identify creative and impactful methods of harnessing the power of these new technologies to enhance how customers interact with companies. The goal is to create memorable and convenient business-customer interactions.

Burns & Scalo Roofing Co. of North Carolina, a commercial roofing contractor located in Raleigh, is dedicated to being at the forefront of this technological movement by investing in game-changing strategies and work processes that create an unparalleled customer experience while increasing operational efficiency throughout its entire organization.

At the hub of Burns & Scalo's technology is its proprietary enterprise software platform, MasterKey, which serves as a convenient cloud-based customer portal and comprehensive account management and operational backbone. MasterKey is one of the latest developments of technology designed specifically for the roofing services market. Created by the software company, Encite Development Group, Woodstock, Ill., the software's main purpose is to allow customers to interact with companies via an online portal. MasterKey was then customized to fit Burns & Scalo's specific needs. With those changes, the cloud-based software better serves as the centerpiece to help Burns & Scalo's team manage and execute repair and maintenance service calls, roof inspections, project scheduling and reroof project management.

ROOF INFORMATION AT THEIR FINGERTIPS

The foundation for Burns & Scalo's decision and shift in business strategy is the result of a desire to provide flexibility and convenience so customers can proactively manage their roofs. It makes sense that the easiest, most convenient way to do this is to take advantage of the technology that people use every day.

"From the Internet to iPads, technology has dramatically changed the landscape of how people generally do business and live their lives," says TJ Willetts, Burns & Scalo's director of marketing. "For millions of people, smartphones and tablets have become more than just a flashy accessory; they've become tools for life and work that are hard to live without."

For property managers and real-estate professionals with dozens or hundreds of buildings, managing and budgeting for roof repairs or replacement projects is particularly challenging. Not having quality roof assessments for their building portfolio can lead to a catastrophic budgeting issue when a roof's service life ends.

Burns & Scalo helps companies avoid such capital calamities by making roof maintenance much easier. With MasterKey's advanced features, building managers can determine the condition of all their roofs, allowing them to hold off on roofs in decent condition and focus on the roofs that need immediate care.

"When it comes to a customer's roof system, knowledge is power," Willetts says. It's this knowledge that allows property managers and building owners to

make informed decisions with accurate budgeting and life-cycle forecasts. Using iPads and iPhones, Burns & Scalo roofing specialists perform comprehensive roof inspections that include video observations, satellite imagery of the building and photo-documentation of roof deficiencies found during the inspection.

All this data is uploaded to MasterKey in real-time and ends up in the customer portal for facility managers, chief financial officers and building owners to review. "MasterKey allows customers to virtually visit their roofs and review detailed roof analyses, which include budget repair and replacement costs, without ever having to leave their office chair," Willetts adds.

According to Jack Scalo, president of Burns & Scalo Roofing Co., the goal of a

comprehensive inspection program is to empower customers with the ability to make informed decisions, prioritize roof repairs and replacements, and, most importantly, prolong the life of such a critical building asset.

REVOLUTIONIZING REPAIR AND MAINTENANCE

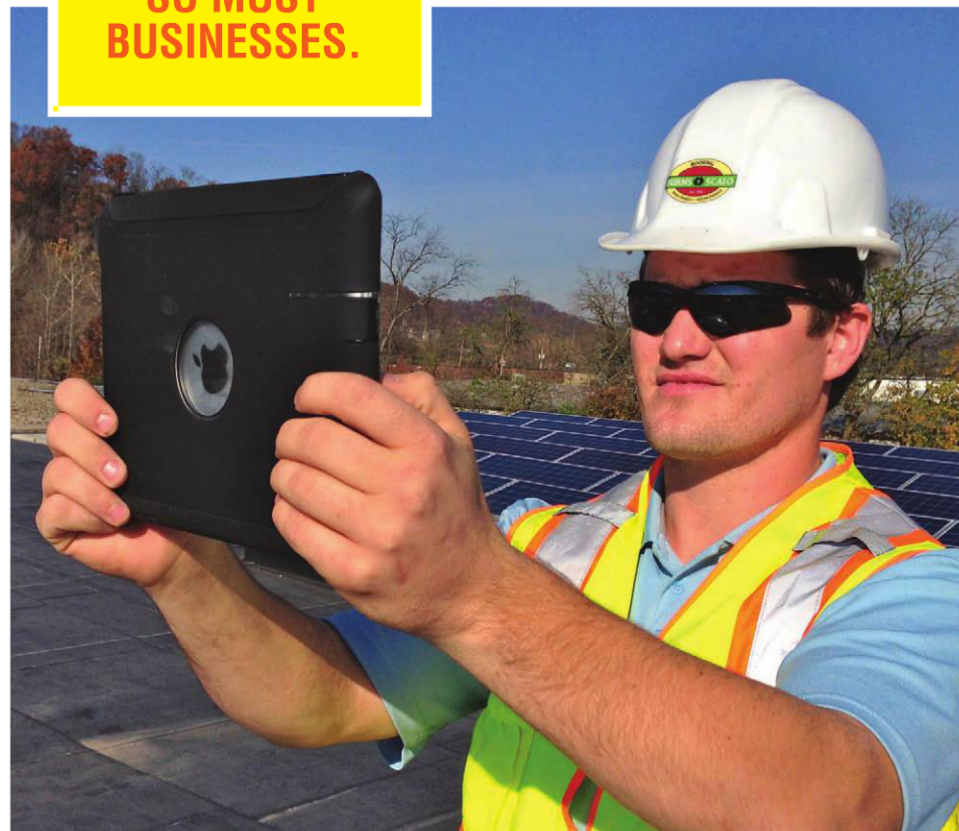
Technology has drastically changed people's expectations. As phones and computers become faster, people expect the same speed from other services, as well.

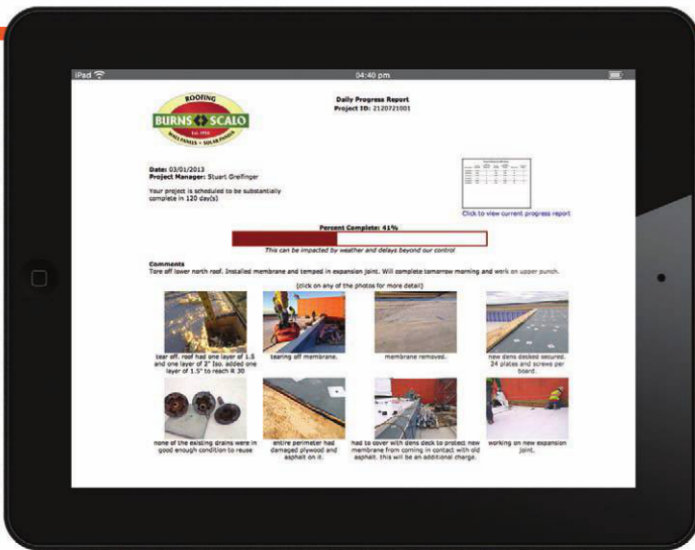
For example, if a building manager discovers a leak in his building's roof, he usually has to jump through a hoop or two before the service crew arrives. With MasterKey, that wait time has been drastically reduced. The building manager can log on to his portal via computer, tablet or cellphone, and click the "Dispatch" button as soon as a leak is discovered. Instantaneously, Burns & Scalo Roofing is alerted about the issue and a crew is dispatched.

The program also offers tracking. Building managers now can follow the progress of their service work order in real-time. Gone are the days of wondering where the technician is and when exactly he will arrive. Whether the roof technician is en route, onsite or finished making the repair, the building manager will receive automatic updates via email and the online portal.

MasterKey also saves time for the customer and roofing company. Using satellite imagery and troubleshooting through an extensive list of roof issues, Burns & Scalo

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has shortened the time it takes to diagnose a roof problem and generate an estimate for the customer. In many cases, this process can be done in the same day. The hours spent crawling atop the roof can now be used to answer questions and address any concerns the building manager may have.

PROJECT MANAGEMENT AND DOCUMENTATION

For roofing professionals, the workplace is usually outside, on top of a building, rather than in the comfort and convenience of traditional offices. Outdoor work environments create unique challenges for scheduling, reviewing documents, tracking project performance and communicating with customers. The inclusion of mobile technology and effective enterprise software can help

streamline field operations through automated reporting and interactive scheduling.

Burns & Scalo has been able to track roof replacement and large-scale repair projects with MasterKey's Project Management Module. Using mobile devices, Burns & Scalo's foremen document the daily progress on a roof project, indicating the area that was completed, including installation photos and jobsite conditions. This information automatically gets compiled into a report, which is then emailed to project managers and account managers at Burns & Scalo, as well as to the customer. This automated process happens without having to step foot into an office. "We have received such an overwhelming positive response among our customers when they receive these reports," Jack Scalo notes. "It creates an unprecedented level of transparency that strengthens the bond between us and our customers."

The Future

Customers drive how things are done in business, and as customers' expectations change, so must businesses. The Internet, mobile phones, tablets and computers are devices everyone uses. Customers are now able to retrieve information in seconds for nearly every area of their lives. Why should roofing companies be exempt?

"It's not about running out and adopting the latest and greatest in technology; it's about being a forerunner in creating an experience that your customers not only appreciate, but get excited about," Jack Scalo says. "We consistently strive to raise the bar for ourselves, and this will result in lasting customer partnerships." △

REHANN RHEEL is client services coordinator with Burns & Scalo Roofing Co., Pittsburgh. Rheel joined the Burns & Scalo family soon after graduating from York College of Pennsylvania with a degree in professional writing. She has been using MasterKey to communicate with customers and coworkers since it was implemented at Burns & Scalo.

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