



Signature Pools Achieves Automation & Scalability with MobiWork

Signature Pools is a dual pool and home cleaning service company, serving the greater South Florida counties, for both residential and commercial properties since 2008. Signature Pools specializes in a variety of pool and spa cleaning services, including chemical balance, enzyme treatment, pool wall brushing and vacuuming, skimming, stain prevention treatment, and pool repairs. Signature Pools is currently headquartered in Davie, Florida and services more than 800 residential pools weekly throughout the South Florida region. Signature Pools takes pride in that all of their technicians are fully licensed, staffed, uniformed and provide all cleaning equipment for both homes and pools. Signature Pools strives to provide the best customer service and is registered to become a franchise.

“MobiWork has entirely reshaped our franchise model pool business and given us the edge we need to scale. MobiWork is powerful, adaptable, and offers endless visibility.”

– Kevin Shaukat, CEO of Signature Pools

Industry:

Pool / Spa Services and Cleaning Services

Regions:

North America

Key facts:

- Franchise registered
- 800 pools/spas serviced weekly
- 50 employees

Headquarters:

Davie, Florida

Website:

signaturemaids.com

Key Challenges: Developing Operations for Exponential Growth

Signature Pools has a large team and was struggling with scheduling, routing optimization, and invoicing customers in the field. The management had limited visibility with 50 employees in the field, and it was particularly hard dealing with cancellations, re-scheduling appointments, and employee time tracking. Keeping track of customer appointments and employee's schedules became increasingly difficult to maintain as they had many last minute changes, and service appointments and technician schedules were getting mixed up.

In addition to scheduling challenges, there was no central system in place for capturing customer information, including addresses, invoicing, pool and home servicing photos, etc. Signature Pools uses Quickbooks Online, but it was taking weeks for technicians to return papers, enter the paperwork, and manually send the invoice to customers, with a processing time of three weeks for payment. The management team wanted a faster solution to capture information in the field, such as customer and payment information. The management team really wanted a solution that would help increase admin and technician efficiency so they can provide the utmost customer service. It was clear to the Signature Pools team that they needed a solution that would bring the office and field team together and allow for streamlined scheduling, invoicing in the field, and improved visibility of employee and real-time operations. Kevin Shaukat, CEO of Signature Pools, envisioned to have maximum visibility in the field and efficiency for running his franchise based business operations.

Results: Streamlined Operations and Scalability

Signature Pools implemented MobiWork MWS and immediately noticed their team now had full visibility and optimization for all scheduling, route planning, and invoicing. Kevin Shaukat is most pleased that his business is mobile, and he is able to make immediate dispatching or route changes from an Android device. Signature Pools route planning and scheduling issues were solved with MobiWork's recurrent routes. They were able to automatically create the most optimized routes for pool technicians in a very easy manner. MobiWork also provided Signature Pools an easy way to add a new customer to the best route and handle specific customer scheduling constraints. For example, a customer could only be serviced on Thursday from 8:00 to 10:00 am. **"Before it was taking us 3-4 days to manually build routes by hand. MobiWork optimized the entire process, it now takes us a total of 30 minutes to build our routes,"** stated Kevin Shaukat.

This intuitive smartphone application allows technicians to maintain their work orders in the field and allows for real-time communications for the entire team. With the help of MobiWork, Signature Pools now has a very clear view of the entire schedule, they can see exactly when a customer's pool is serviced, as well as the daily stops for each technician. Signature Pools love that they now have an automated procedure in place for customer relations, as they can send customers emails with pictures of their pool right after servicing. Shaukat said, **"I love that I can see customer history, including past service appointment information, such as photos, as well as customer invoices. MobiWork has been priceless."**

After implementing MobiWork MWS solution, Signature Pools had a 30% increase in productivity and had such an exponential amount of growth that they are in the process of franchising. Signature Pools was able to automate their entire process, including improved optimized routes, scheduling, work orders, and reduced technician drive time, which has had major cost saving implications. Shaukat recently stated, **"MobiWork allowed us to create a configurable and scalable environment for pool cleaning schedules, routing, and invoicing in the field. Scheduling and routes are optimized immediately and we now have smoother, faster operations and better field visibility."** Signature Pools is ready for the next step to grow their organization and look to become a leading franchise statewide and possibly nationwide.