

CASE STUDY

Nicketts Landscaping

Company

- Nicketts Landscaping, provider of residential and commercial lawn care services

Industry

- Field Services

Challenge

- Improve staff productivity
- Save on fuel costs and labor

Solution

- @Road GeoManager iLM

Results

- Fast Return on Investment
- Savings of \$300/wk
- More accurate billing

With @Road GeoManager_{SM} iLM[®], Nicketts Landscaping Controls Costs, Boosts Bottom Line

November Nickett is the accountant and office manager of Doylestown, Pa.-based Nicketts Landscaping, a company that has been providing lawn care services for residential and commercial customers for more than 21 years. On a daily basis, November pays careful attention to the activities of the company's work crews, looking for opportunities to improve the productivity of her field staff.

Some time ago, November elected to implement the @Road[®] GeoManager_{SM} Mobile Resource Management service, a location-enhanced wireless Internet solution, to help companies better manage field operations. Using the @Road service, November has the ability to view current location information for her lawn mowing division of 26 mobile workers.

On a typical morning, November downloads easy-to-read reports generated by the @Road GeoManager service and exports this information into Microsoft[®] Excel spreadsheets. Her goal is to match the data in the spreadsheets with her knowledge of

the landscaping industry, in order to gain business intelligence, which she can use to improve overall field operations.

For example, work crews plan to travel the same routes to customer jobs each week. Occasionally, due to road closures or emergency calls, crews are forced to deviate from their routes. November can easily recognize these deviations based on her familiarity with the scheduled route and her review of the spreadsheets. She can then work with her crews to identify a new and equally efficient route, taking into account road conditions and schedule changes. By making these adjustments, November is able to save time and money associated with fuel and labor costs.

November also uses @Road activity reports to ensure her customers are billed properly. Each report contains information such as the date and time a crew arrived at a given customer location and how long it stayed to finish the job. If a customer calls to inquire about an invoice, November can refer to the reports to resolve the issue.

“I think (customers) would be pleased to find we are leveraging state-of-the-art technology to ensure they are getting the best possible value for their money.”

- November Nickett, office manager for Nicketts Landscaping

CASE STUDY

continued

Because of the differences in weather conditions, a lawn that takes a full hour to cut in the Spring takes only about 20 minutes in Summer. As such, November can refer to her reports to ensure that work done in the Summer months is taking less time than it did in the Spring.

"While most of my customers are not aware that we use the @Road GeoManager service, I think they'd be pleased to find we

are leveraging state-of-the-art technology to ensure they are getting the best possible value for their money," noted November.

November first implemented GeoManager in October 2002, and immediately realized a return on her investment. By using the @Road MRM service to more accurately assess payroll expenditures, the company began saving \$300 each week. Annualized for a 52-week work year, November can expect a gross savings of \$15,600.

"Our work crews are our greatest assets," stated November. "By more thoughtfully managing these resources, we are able to better control costs associated with executing field operations. These savings contribute directly to our bottom line."

Lawn-care servicing is greener these days for Nicketts Landscaping, thanks to @Road.

“By more thoughtfully managing these resources, we are able to better control costs associated with executing field operations.”
- November Nickett, office manager for Nicketts Landscaping

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About @Road

@Road, Inc. is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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