

Severn Group achieves the productivity and admin efficiency necessary to expand with Pro Pal.



Severn Electric, one the Midlands largest electrical contractors was established in 1965 and has expanded to include plumbing, heating, gas, ventilation and air conditioning services to form Severn Group.



For a company as successful as Severn Electric it was a natural progression to leverage their extensive experience across multiple fields with the formation of Severn Group. Yet it was becoming clear the systems that had served them well were starting to hold them back.

Severn Group director Jamie Willins recalls: “We used a system which printed paper job sheets from a database. We do a lot of small works. Each operative could be doing 3 or 4 jobs per day, requiring them to collect them from the offices. They couldn’t go straight to the job, losing an hour each day from each operative was a lot of potential profit that we could see the old system was costing us.”



Jamie Willins, MD, Severn Group

“We wasted admin time cross referencing against time sheets. Missed details and hours that weren’t recorded were sometimes left off invoices altogether costing us even more”

“Sometimes jobs completed in January wouldn’t get invoiced until March due to the backlog in paperwork being returned, which meant cash flow was not as good as it should have been”

Severn Group started with a with a simpler job management system. It proved promising initially but as Jamie relates “It wasn’t flexible enough and wasn’t properly geared up for our industry. We looked at a lot of options but what really swung it for Pro Pal was the really good feedback from Field Force’s existing customers.”

So, what effect has this transition to Pro Pal had? According to Jamie: “The invoicing back-log is gone. It’s all handled by the system. Small jobs are often invoiced the same day as they are completed and cash flow is much improved. Not having to come back to the office to collect and drop off sheets means our operatives can go straight to the job in the morning and get more production in the day.”

“We can see photographs and job reports in real-time. We’re more in touch with what’s going on right now, as it happens. If a client needs a quote on a remedial job we can either quote then and there or get all the info and pictures back for someone in the office to quote; it means we aren’t sending another person on-site to quote at another time”

How does Severn’s staff feel about the system? “They are really pleased with it” says Jamie “They can see we are investing in the business, fixing the frustrating stuff, rather than leaving it as it’s always been.”



How has Pro Pal improved job scheduling? “If a job is cancelled or we can’t get access, the operative should be diverted to another job but the old system didn’t allow us to easily arrange it. Also if a job took too long, something urgent came up, or someone went off sick we’d have to call multiple operatives and check with them individually.”

“Now Nicky who does our scheduling can easily see where everyone is in their job progress without calling around. She can move time slots and jobs and that shows on the operatives’ screens without her having to call and repeat all the details.”

The benefits have been very significant but there’s more to come “We’re looking to implement parts controls and stocktaking on the vans and stores. I’m sure that getting better control over those will mean more savings.”



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