



Master Touch Effortlessly Manages 1,000+ Pools with MobiWork

In the sunny state of Florida, Master Touch has adapted to the increasing demands for pool services. Master Touch specializes in large-scale operations for pool/spa cleaning, repair, resurfacing and remodeling in both residential and commercial properties. Master Touch is steadily growing and has managed over **1,000** residential and commercial pools. President of Master Touch, Nilson Silva, welcomes new customers and is always striving to provide excellent customer service with little wait times. With large-scale operations and handling of numerous pools, it is vital that Master Touch runs their pool operations as smoothly as possible.

“Thanks to MobiWork, we have seen a 78% increase in productivity gains and a 45% increase to our bottom line!” – Nilson Silva, President of Master Touch

Industry:

Pool and Spa Services

Regions:

North America

Key facts:

- Managed over 1,000 pools
- 12 employees

Headquarters:

Boca Raton, FL

Website:

MasterTouchPools.com

Key Challenges: Automation and Optimization

Master Touch is one of the most recognized pool companies to service commercial pools due to its expertise, commitment to quality, as well as the stringent requirements and manpower needed for servicing larger pools. In South Florida, there are twice as many commercial pools as there are residential pools, and the bulk of their customers are commercial clients. With clients all over the greater South Florida area, it was critical to find a solution to optimize technician's schedules and routing.

In 2014, Master Touch had a dramatic increase in service appointments, and it became nearly impossible to properly maintain and optimize all the technicians' daily routes. An excessive amount of time and money was lost due to inefficient routing schedules, and the manual time it took to modify routes. In addition, it was very hard to manage the entire operations due to a lack of visibility in the field and their continued customer base growth.

Daily, the team was running into appointment and routing issues, and valuable information on paper was being lost and unrecorded. With such large-scale operations and influx of new customers, Master Touch needed an advanced solution to automate, manage and streamline every aspect of their operations. Specifically, they needed a powerful, pool-friendly platform to optimize their routing and scheduling.

Results: Routing Success

Master Touch pool techs in the field found an immediate ease of use of the smartphone/tablet device app, as well as streamlined workflows and optimization of tasks in the administration office. The office administration loved that they could easily add customers, select the pool technicians, and generate the daily routes for all of the technicians. The subcontractors had easy access to electronic friendly forms each day, recording valuable information, saving both time and costs in paper. An invaluable tool for Master Touch has been the ability to automatically send the pool techs special instructions and pool details on to their work orders in real-time.

With MobiWork MWS, Master Touch attained organization and became “roughly 80% more efficient with features like scheduling, e-forms, photos, and route planning” said Nilson Silva. MobiWork solved Master Touch's route planning and scheduling issues with recurrent routes: they were able to automatically create the most optimized routes for pool technicians in a very easy manner. With optimized routing, Master Touch can now serve more pools with fewer pool techs in the field. A major feature that has made all the difference, according to Nilson Silva, is that they can use a composite map view of routes. **Nilson Silva recently said, “In addition to recurrent routes, by adding up the savings from paperless time reporting, routing trends analysis, and automatic mileage reporting, MobiWork helps Master Touch increase their bottom line by 45%”.** Master Touch has used MobiWork for almost 3 years and strongly believes MobiWork has given them the ultimate savings, competitive advantage, and visibility in the field.