Call with Chris Carter

Matt Hetrick with Murphy Company
Recorded on 3/13/23 via SalesLoft, 13 min.

Participants

SERVICETRADE

Matt Hetrick
Field Manager

MURPHY COMPANY

Chris Carter
Executive Vice President

Topics

Transcript

CHRIS

0:00 Hey, Matt. It's Chris Carter.

MATT

0:00 Hello, this is Matt.

MATT

0:07 Hey, Chris. How are you?

CHRIS

0:09 I'm pretty good. Sorry, I was still sucking a meeting and now I'm racing to another one, but I wanted to call you back.

MATT

0:16 Hey, I appreciate that and no worries. I know you're a busy guy. I saw your email. The idea that we had is those weekly Northboundary meetings. They're pretty good. It's usually a smaller group setting if anybody else has signed up for them. But based on your group and, you know, the different needs of a bigger company like Murphy company, Lauren and I were entertaining the idea of trying to hook you guys up with like a VIP exclusive with Vince who's the founder of Northboundary.

--- Purchase decision ---

MATT

0:49 If you guys are already signed up for those sessions, then it might be easier for you to just go ahead with that one. But if you end up finding that you guys are left with a lot of questions and you'd like to take another pass through it and kinda dive a little bit deeper, then let us know and we'll be happy to set up one that's just for you guys so you can maybe ask some more questions and get a little bit more involved.

--- Purchase decision ends ---

CHRIS

1:14 Okay. Yeah, that sounds good. Well, so, I'm in Denver. I'm headed there this afternoon and I'm gonna try to drag Lindsay into that one with me for sure because I'm on the one tomorrow. And then I know Ryan had already went through something and he came back pretty energized like, hey, this seems like a pretty

unique product might be something that could help us out. So, I'm just trying to get everybody to take a look and get us all thinking.

MATT

1:27 Okay.

MATT

1:42 Yeah. You guys, I would kinda be surprised if you didn't end up getting Northboundary regardless of, you know, what you do with your service management platform. It's an awesome tool. And really, there's not really anything else out there that does it quite like that. So, if you're big into selling new agreements and managing current customers and their renewals and stuff tracking equipment lists. You're definitely gonna enjoy that demo tomorrow, so.

CHRIS

2:08 Okay, very good.

CHRIS

2:11 And outside of that, we did have a, I had a great call with Jamie.

--- Purchase decision ---

CHRIS

2:16 I had a great call... with Russ. Yeah, both big fans of a service trade. So, yeah, I think we're we've got a per member. So, you know, them, we're so we are gonna see their product here in the next few months for sure. So I'm not sure we're gonna wait that long, but I'm getting a, have another per member that just went over to BuildOps. And that's probably our like two things that are, you know, we're not set on either one, but we're trying to figure out. So BuildOps, we're getting a preview of them on Thursday from JH Kelly up in Seattle. And so we're working our way through pretty quickly through our process of determining if there's something to do and who we would do it with. So just give you a general update. So, you know, where we're...

MATT

2:12 Well, yeah.

MATT

2:15 Yup.

MATT

2:31 Yep.

MATT

2:59 Okay.

MATT

3:09 Sure.

MATT

3:13 Absolutely. Well, I actually, I talked to my CEO a little bit about you guys and your questions around the dispatch board.

--- Purchase decision ends ---

MATT

3:22 So... you know, you've got his attention and we're no stranger to making accommodations, you know, on our platform, a lot of what you see in our platform that has been shaped by customer feedback. So sometimes it takes a company like, you know, Murphy company to speak up and make some good points and help us guide our development.

--- Purchase decision ---

MATT

3:46 So we'll be, we're looking forward to that April meeting to learn more about what you guys had for thoughts on, you know, best practices for scheduling and dispatching. So.

CHRIS

3:57 Okay. Sounds good.

MATT

4:00 All right. Quick question for you. I don't know if we covered this in the first meeting. Did you guys have an established timeline of when you were looking to make a decision on a service management platform?

CHRIS

4:15 So, our...

CHRIS

4:18 We went through a whole review process of a bunch of ERP software over the last several years and really didn't find anything. So I probably told you this in the beginning.

--- Purchase decision ends ---

CHRIS

4:29 So we have affected to just like, okay, we're gonna have whatever we have and see what we can do to bolt on to, you know, create some additional functionality. So, we'd already started doing some small development, small apps, stuff to start

improving. But, you know, when I saw you all in November that answers some of our questions. So that's why we're even going through another process. Now, it's like if there's something that ServiceTrade could bring to us or Northboundary or both that helps us solve problems without having to do a bunch of other development that's gonna take a year and we can do an implementation a year like that could get us to where we want to go. So timeline is really as fast as we can get comfortable with.

MATT

4:30 Huh.

CHRIS

5:20 A product that we think will answer those questions for us and then...

CHRIS

5:25 Sitting down with our CEO and CFO and saying, okay, here's, what it's gonna cost here's. What we think the benefits are gonna be both, you know, from a return on investment perspective and a market positioning perspective and get a get approval. So I don't I couldn't give you like it's gonna be two days or two months if it's six months before we made a decision. I'm gonna be very frustrated. So I think it's gonna be in the next month or two that we'll go. Okay. Yeah, we're kind of headed in a direction that feels like something we now there's so many questions that's why I'm kinda beating around the Bush, you know, integration pathway. What do we do to make it work with into that? I know you'll haven't worked with before. So as we get deeper into those kinds of questions, you'll know that we're number one, serious number two.

MATT

5:49 Sure.

MATT

6:09 Yeah, sure.

CHRIS

6:23 That's so important to saying yes because we have a reasonable amount of pain, right? We, we've got some issues that we need to solve.

CHRIS

6:36 But we've also been in the same run for 11 years, so we could survive like we are won't be as good as we could be for our team and our customers that's really what we're trying to, you know, the gap we're trying to close.

MATT

6:42 Right.

MATT

6:50 Sure.

CHRIS... MATT

6:52 Yeah. Well, I appreciate you walking me through all that.

CHRIS

6:53 That was a long answer that wasn't really answered, right?

MATT

6:58 No, no, but it was an answer. I remember a lot of the stuff from our initial conversations and I think you're telling you're giving as much information as you actually have. So I didn't really take it as beating around the Bush. And, you know, that question is not intended to nail you down to a certain date. It was just more curious because I know the last time we talked, I think at one point, you'd even mentioned riding out pent for another two years. So I didn't know if that had been pushed up based on conversations you've had. It sounds like it has moved up some, which is good, you got.

CHRIS

7:28 Yeah. So we're...

CHRIS

7:31 Yeah, we were at the two to three year like let's just write this and see what technology does over the next, you know, few years. And, you know, I don't know, I've moved a little beyond that because we're I think we see some things that could help us solve some problems before we had to change out, you know, full ERP, and, but that's again the ease of integration.

CHRIS

7:56 So, one thing that I heard from Jamie, I'm just giving you answers to questions you haven't asked, but I heard from Jamie, they're still doing quite a bit of duplicate entry and she said, hey, it's our fault. We just haven't spent the time to, you know, make the things talk like they should.

--- Accounting integrations ---

CHRIS

8:13 And so for me, we won't go down the path where we have to do a bunch of duplicate entry into different systems. We, that's that would be a step, you know, three steps backwards from where we are today. We've integrated most things that we already where we're big on, you know, the few key strokes and touches that you have to get to where you need to go so that, you know, building the integration and, you know, 10 is not super friendly that way but we are using, you know, R, pa to do some things and... we're not scared and, you know, kinda bolt it all together.

--- Accounting integrations ends ---

CHRIS

8:50 We just have to make sure we can get them whatever it is, get it talking in a way that doesn't just frustrate our team on the back end too.

--- *Accounting integrations* ---

MATT

8:27 Huh.

--- *Accounting integrations ends* ---

MATT

9:01 Right. And it sounds like you're flexible with that and, you know, I think as we've alluded to a lot of that come down to the limitations of pent, you know, we haven't worked with them yet. So we don't know how closed off their system is.

CHRIS

9:11 Right.

MATT

9:17 But I'm willing to bet that whatever limitations we run into if any, you know, and anybody else would as well you guys have is pent, do you go through like a reseller or a partner for all things pent?

CHRIS

9:32 No, it's straight to Pinto.

CHRIS

9:35 And they now have, yeah, they now have an implementation slash support company, but this is that's recent, we've always had our support directly with Nate. They did our implementation with us and we buy all our product from them.

MATT

9:36 Straight to pen to.

MATT

9:55 Have you ever talked to them to see if they would support you guys with an integration like this? Meaning help out from their end?

CHRIS

10:03 They will help, but the amount, the number of interfaces that they have... is pretty small. They've been opening up more. I'm not gonna say it's terribly small, but it's not what you would think of a modern software, but they've opened up more, you know, there's a work order interface.

--- Accounting integrations ---

CHRIS

10:22 There's a billing interface. There's payroll interfaces. So there's all types of, but they're not traditional API that's something that you might have to converge something in, you know, CSV and run it through an interface to get it from point to point. But I mean, again, those are, I mean that's not scary to us. We do that all the time with other apps that we build and bolt onto it.

MATT

10:29 Okay.

MATT

10:35 Yeah.

MATT

10:48 Sure. And that's what a lot of our customers do is what we call stack recipe were just like you said, you export it from service, trade it, you know, transforms it into something importable into the accounting system.

--- Accounting ---

MATT

11:02 Then it's a couple of clicks to import hundreds and hundreds of invoices or time cards and things like that. So, yeah. Well, when we get to that conversation, it will probably be helpful to.

MATT

11:16 Learn more from penta's team or see what you can do, you know, to just hear from them how much they're willing to entertain and, you know, discuss mapping options over that system or if they allow for things like bulk import because we can do quite a bit with bulk import capabilities.

--- Accounting integrations ---

CHRIS

11:35 Yeah. And I think they'll be open to it and our it team is very...

CHRIS

11:42 Well versed in what's capable of, what's possible, what is capable of? Because we've done so much to kind of work around this. You know, we created our own payroll and time entry... kind of app that instead of buying into because we didn't like the way it worked on the Construction side, we just had one create it interfaces and, you know, seamlessly.

CHRIS

12:06 So we have, well, we could figure out a lot of things. I just know there's something we probably couldn't but we'll work through that. Hey, I've got to, I've got to get changed and to another meeting. So I'm gonna have to jump off but we'll catch up more later.

MATT

12:15 Yeah.

MATT

12:22 Sounds good. Chris. I appreciate the call back. Keep having a great day.

CHRIS

12:26 Thank you too. Bye bye.

MATT

12:29 All right. Bye.

The End