



ServiceTrade/Haynes Call

Maribeth Steffen with Haynes Mechanical Systems, Inc
Recorded on 6/16/22 via Zoom, 17 min.

Participants

SERVICETRADE

Maribeth Steffen
Field Manager

Lauren Rice
Director of Enterprise Sales

HAYNES MECHANICAL SYSTEMS, INC

Troy Greenwood
Consultant

Jake Zolna
Senior Contract Administrator & Analyst

Topics

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Transcript

"This English transcript was generated using Gong's speech-to-text technology"

MARIBETH

0:00 Hey, Jake. How's it going? How are you?

JAKE

0:04 Good, good.

MARIBETH

0:05 Hello. I'm here. You look like you're at home.

JAKE

0:11 I am, I woke up this morning with a bit of a scratchy throat and I was like, let's just... not risk it today. So, it's feeling better as the day goes on. So, it gives me hope.

MARIBETH

0:26 Good. Well, Lauren is going to be joining also, but she has more than a scratchy throat. She says negative for COVID, but she's completely lost her voice so, but...

TROY

0:39 Lauren, yeah.

MARIBETH

0:43 So, we just hopped on a call but she was slacking me the whole time.

JAKE

0:49 So...

MARIBETH

0:50 She's trying to talk but it doesn't sound good. So... so she's gonna join and if she's got anything to add, she'll probably just throw it down in the chat. So, okay, pull up my notes real quick. All right. How's everything been going? I know it's probably been a whirlwind of a week.

TROY

1:13 Yes, it has been, but it's been pretty good.

--- Purchase decision ---

MARIBETH

1:16 Good. Well.

TROY

1:19 You...

MARIBETH

1:19 Know, obviously now that you guys have seen BuildOps, we'd love to kind of hear how we stack up and kind of have that conversation.

TROY

1:28 Yeah, yeah. So, you know, I think, you know, our process has been, I would say pretty thorough and you know, I think we want to be kinda transparent because that's important about me but also Haynes is kind of the way things work.

--- Purchase decision ends ---

TROY

1:43 But after ball off the lean, I'd say it's definitely lean to build apps and I can kinda hit the major points but... basically look at the big but I'll call the big three things that we were looking at was customer experience. They gave you. We gave service trade. Actually if you look at our scorecards and I'll show you a graph of how it all squared out entails but... service straight got a slight edge. I'd say on customer experience over BuildOps on the tech experience. It was pretty heavily in favor of BuildOps. I'd say for several reasons and we've talked about, I think that's before but the main one being the multiple applications and the switching that's just something we kind of dealt with currently and it's not our favorite. So the fact that, you know, use purchase ledger for a po for the form thing for forums and then the main app that that's kind of, you know, a big deal. And then I'd say the third kind of big thing that showed out was the task inside BuildOps has some more features around what we need a task in standpoint. Then we saw from service trade... on not to be all bad news, I guess. But on the good news, everyone resoundingly really appreciate it. Your guys, his demo, your style, US people. I mean, you were very, your foot much further ahead on like I have, we actually one of the questions in our, when we were collecting, I'll show you the results was we scored the presenter just as a person because I've also found sometimes you can have, you know, the percent that can be like a little bit of center by us.

--- Purchase decision ---

TROY

3:42 So I wanted to see if that was playing into it. But anyways, you guys did great on that just in general belt, the BuildOps is a better fit for what. And I can answer all kinds of questions from there. But that's the general spiel. I guess Jake, did I miss anything?

--- Purchase decision ends ---

JAKE

4:03 I think you hit it pretty well on the head and, you know, if when you're really down to one thing, it was the multiple app portion, you know, we like Troy said, we do that now and a lot of our tech struggle with it a lot. And that's what's something we're trying and hoping to fix and, you know, having to go back and forth. They just don't handle it very well.

--- Accounting integrations ---

MARIBETH

4:29 Yeah. We knew going into this that was a challenge that you guys are currently experiencing. But, you know, I was hoping that with the integrations and the way that all of our products kind of seamlessly speak to one another and sink information that would be of kind of differentiator as opposed to your existing processes.

--- Accounting integrations ends ---

TROY

4:58 I mean, any, I mean you're correct, you scored better than, I mean don't get me wrong. You guys squared way better than our current options... you know? And I think, I mean, I, if I remember the I'm trying to find the, yeah, the average with basically about a, for an on our scale formants exceeds our requirement, right?

--- Pricing ---

TROY

5:18 Yeah, exceeds our requirements of five, was greatly exceeds you guys averaged, you know, re point. I think it's three point eight, three point seven. Build up was four point two. I mean, just from, in terms of a score and, you know, what I use the source for was kinda interviewed everyone for gut feel after seeing bowl.

--- Pricing ends ---

TROY

5:39 And then we looked at the scores to compare that, make sure that you didn't get no out of line with got and data basically. Well, I like to see both, right? So.

MARIBETH

5:51 Yeah. Well, we have a thing here at service trade that feelings full data rolls. So, yeah, that's probably a good approach from your standpoint.

--- Purchase decision ---

MARIBETH

6:01 So Lauren was asking in the chat, you know, it's I mean, you're saying you're leaning towards BuildOps but it has the decision been made or are you still willing to speak with some service three for references to get, you know, what their experience?

TROY

6:14 Yeah. So I think what that means is we're going to go the next step with BuildOps and that means, you know, finalizing pass the implementation plan, all that and then, so yeah, not really at this point.

--- Purchase decision ends ---

TROY

6:30 I just don't want you guys to spend more time when that I would call it a strong lead basically. And then of course, if BuildOps where the phone or face at any point, we'd be calling you first, but that's kind of our approach.

MARIBETH

6:46 What, what would falling on their face look like?

--- Purchase decision ---

TROY

6:51 I think, you know, I just, I don't know, I don't know. I don't I mean, if they were unresponsive I guess or we felt like we, I mean, I'll be honest, we felt that you guys listen a lot better and we're a lot more prepared for us then BuildOps.

--- Purchase decision ends ---

TROY

7:06 We just felt like the BuildOps product was part of the alarm. And so if we get down this road and it just feels like more and more like this is more than just a couple of people, this is like a culture where they're just not going to partner with us and you don't mean that much to them then that would be falling on the things I would think that's doable I mean, because they're good people to, but that would be the volume on their face thing. So I think it's unlikely but I think, but I wouldn't rule anything out. People always surprise me.

--- Purchase decision ---

MARIBETH

7:43 Good, you know, hope for the best and, you know, just kind of have that in the back of your head. Have you talked with their references yet?

TROY

7:54 No, that's not, that is next on our list. So our next list with them is references, costs, implementation plan and timeline, and that defines an official budget

basically. And that's what the executive team wants to, wants all that information before they sign in guidelines. So all of that. So I guess any of those things that I mean if they were, they have shown costs that are comparable to you guys. I mean, it's kind of it's a little bit hard to it's a little bit of an apple and the orange Pearson are slightly different models, but they're close enough to say, I would say they're in the range of a couple of percentage points at the moment.

--- Purchase decision ends ---

TROY

8:37 But, you know, so just working through that process and getting all that out. And then, you know, I think what we, what I, what we wanna do is a court team has presented the executives like here's what this project looks like. Here are the costs. And here are, you know, the internal commitments needed to get us over the finish line. And so that's what we're working on next with them and referrals, but didn't say at referrals to talk into two other girls is next as well. So.

MARIBETH

9:06 Okay. Yeah. This may have been or may have come up in your conversation with the V, it's during the executive session with BuildOps because I know that, you know, that was kind of where we spoke about, you know, what our private equity investment looks like and working with us. And, you know, I would just make sure there's just a little bit different than ours. And, you know, our references that we've prepared for. You have no personal interest or investment history and I would just make some clarification with the BuildOps team because I know that they have some individual customer investors who me.

TROY

9:48 I have like the same and they're part of the same investment from basically.

MARIBETH

9:52 Or are there more kind of like outside of the investment firm but have some personal investment within the organization? So they'll just make sure that you're getting the most straightforward true experience.

TROY

10:08 Okay. I appreciate that. And I'm asking, I'm assuming you guys, but have you seen BuildOps?

MARIBETH

10:16 I have not, I'm not so sure about Lauren and I know that Lauren has, I'm pretty sure taken someone off of BuildOps onto service trade, but I could be, I could be wrong... but it looks like.

TROY

10:31 Yeah, gonna say something there, but I mean, I just would say like... yeah, I mean, I guess having been through a lot of demos, they just seem like they're they

have a lot more functionality. It just seems like so.

MARIBETH

10:49 I'd be curious since you've obviously got hurt all of this data like more specifically besides the multiple applications, where do you think you'll really stand out?

TROY

10:59 Well, so like this, the, this dashboard is like I'll be honest, not really comparable to like build up since wait or ahead in terms of this dashboard functionality. They let you do more like I'd say more modern things like you can customize every view so you can add the columns, change the filters, save your view, you know, like much like Salesforce works if you're familiar with that.

--- *Forms* ---

TROY

11:25 So they have that type of functionality which is pretty... the tasking they have task in that matches pretty much what we do today and it's coming. But even their current tasking was closer. So for example, they can, they could do like a checklist of tasks without having to do a form.

--- *Forms ends* ---

TROY

11:49 So just there's just a lot of things like that in terms of and the end, the user experience. And I don't I didn't really have a huge, I have, I guess I'd have a lean towards BuildOps until they use experience. I think they're comparable. They're just they're actually really different approaches the user experiences. If you look at the two side by.

MARIBETH

12:12 From the technician standpoint, or the office?

TROY

12:15 Both standpoints.

MARIBETH

12:17 In, in what way?

TROY

12:22 So, from the technician standpoint, you guys have done more about like... no vertical scrolling, click in for more detail and they've done more about all on one page approach and they have like, no, I was comparing them kind of to apple and Microsoft a little. The comparison like BuildOps is very, a little bit more shut down. Like apple. They don't really want you to ever leave them which is a good and the

bad. And you guys are a way more open on terms of integrations and stuff which is a good and a bad. But the flaws, let's just work a little differently. It's hard. I mean, you really have to see it and to see them side by side. But it just gives appealing everyone like it just looks BuildOps looks really slick and you guys look more like just a regular application... trying to be like, I don't want to.

JAKE

13:20 I don't wanna.

TROY

13:20 Come across to me. I mean, this is like, you know, comparing real do really good things. Yeah, that's what I told the team. I'm like wow, we went in and we had, you know, an a minus an eight to look at, not a minus or something like that. So I think everyone felt really good about that, but I mean there is some just, it seems like some really big differences in functionality... are working on projects. They have a working project model. I mean, that didn't bother us as a court team and some of the other people who saw that that's that was kind of they were a little, maybe we'll touch on the rating for that, but we didn't see that as like a show stopper, everyone's developing new stuff that's perfectly fine. But I really think the, yeah, the tasking technician, mobile experience and dispatch board and just, you know, general overall functionality was in way and then within the favor of the box.

MARIBETH

14:23 Okay. Well, I would still encourage you to call her references. I understand you don't wanna, you know, waste anyone's time but it may, you know, from a sales person's perspective, you know, we can say whatever we want, but our references that we've kind of prep for you guys have been customers for, you know, at least two or three years. So I'm using multiple applications, so may be able to provide a testament to what that experience has better. So, I think, you know, if that is something that you guys do wanna do, we're happy to kind of facilitate that connection and it may give you just a different perspective just like, you know, when you talk to BuildOps and my references, that may give you a different perspective also. So we're still happy to do that if that is something you would want to do.

TROY

15:17 Yeah. Let me, let us get back to you on that. But I'm kind of we need to know on that. I just want to be really sensitive. I'm using your time to be honest. But yeah, and what I mean, and let us know, I mean, we want and, you know, we know you invest a lot of time in that and means really appreciate the time effort travel, all that stuff.

--- Purchase decision ---

TROY

15:36 So I don't want to go understanding that. So if there's something we can do to provide you feedback would be helpful for you? We have lots of stuff. We could, we have some stuff we could send it that would be helpful. So.

MARIBETH

15:49 We, we love to see that. Yeah, absolutely. I mean, of course, you know, we, of course, I appreciate all of your time and thoughtfulness throughout the evaluation and you certainly have far more people involved than we did on our end. So, you know, that has always been, you know, something that we've appreciated, but, yeah, any documentation that you can share or, you know, feedback that we would absolutely love to see that?

--- Purchase decision ends ---

TROY

16:18 I'll send you a couple of quick things just and then you can see, you have any questions on that, so.

MARIBETH

16:24 Okay. Okay. Alright, good. We appreciate it. If anything changes, let us know.

TROY

16:32 Of course.

MARIBETH

16:33 Thanks, guys.

TROY

16:34 Hi, thanks.

MARIBETH

16:35 Bye.

The End