



Call with Southwest Mechanical Inc - Stephanie Unknown

Will Moore with Southwest Mechanical Inc
Recorded on 9/13/21 via SalesLoft, 16 min.

Participants

SERVICETRADE

Will Moore
SDR

SOUTHWEST MECHANICAL INC

Stephanie
Service Manager

Topics

<i>Call Setup</i>	0:24
<i>Pricing</i>	8:52
<i>Wrap-up</i>	15:09

Transcript

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

WILL

0:00 Okay.

STEPHANIE

0:01 Thank you for calling Southwest mechanical. If you know your party's extension, please press star for the service department, please press one. For accounting, please press two. For sales, please press three. For the operator, please press.

--- Call Setup ---

WILL

0:24 Hi, I'd like to speak to Stephanie, please.

STEPHANIE

0:28 She's not available today. How can I help?

WILL

0:32 Kevin would be able to, okay? Is Kevin?

STEPHANIE

0:32 You sick, she got sick Kevin?

STEPHANIE

0:37 May I ask who's calling?

WILL

0:38 Yes, it's well.

STEPHANIE

0:41 Will will, from.

WILL

0:44 Service trade...

STEPHANIE

0:47 Service trade?

WILL

0:49 Correct.

STEPHANIE

0:50 Hold on second one?

WILL

1:22 Hey, Kevin, this is will at service trade, full transparency. This is a cold call. I'm doing well. How are you?

STEPHANIE

1:23 Hello?

STEPHANIE

1:26 Hello. How are you?

STEPHANIE

1:30 Good man. What's going on?

WILL

1:32 So, a full transparency, I'm giving you a cold call. So, would you like to hang up now or roll the dice for a minute?

--- Call Setup ends ---

STEPHANIE

1:38 Hi, is it? I have... I have like three minutes? You're good.

WILL

1:40 Okay. I got it. I appreciate it. And I'll... I'll be quick for you. So, Kevin, I had actually spoken to Stephanie in the past. My company helps with helps companies like a read with tracking work, quarters, managing maintenance and repair and showing your value to your customer. And it's spoken with Stephanie. She said she had some problems with M helpdesk. We just never were able to make a demonstration workout. She was very busy, but sounds like you're the director of operations now.

STEPHANIE

2:14 Yeah. And I don't wanna waste your time. So we just put it in a new system two and half months ago called BuildOps.

WILL

2:20 I see. Has that experience been for you?

STEPHANIE

2:22 Yep. That's...

STEPHANIE

2:24 A pain in the ass, but it's a good system that the change has been difficult because it's change, but the system is robust and it serves a purpose as of now, but yeah, we... we did that back in.

STEPHANIE

2:42 July.

WILL

2:44 Okay. And that was that when you completed the?

STEPHANIE

2:44 So, so I apologize for.

WILL

2:48 Yeah, yeah. No worries. It was that when you guys completed the implementation or when you guys started that?

STEPHANIE

2:49 That I'm sorry?

STEPHANIE

2:55 The implementation was completed then, this, things been going on for two years. I don't know why Stephanie. Yeah. So we need something else. So she's a dispatcher, not a manager. So I apologize for that. But yeah, we put it in a new system called BuildOps and it's... that's where we're at right now. We're in it. So we've actually got a bump side of the road and it's... it's rather smooth system now and it's again, it's robust. We gotta go into it a little bit, but it's working really well for us right now.

WILL

3:13 Okay.

WILL

3:21 Okay, cool. And based on what you've seen so far, you know, if there's one thing that you could change, what would... what would it be?

STEPHANIE

3:31 Probably the put the purchase orders and... and billing process, which is a little bit more tedious than we're used to, but it's a matter of what you put in the system upfront and how well it all matches all lab. So that's something that I haven't helped into either. So as a... as a company, we're not used to that. So it's a little more time consuming but it's kind of a lot better since we started when we first started. It was... it was bad.

WILL

3:56 Yeah, yeah, I see. Yeah, I see. So it sounds like it's just a matter of getting used to like the purchase order and billing process that you have now.

STEPHANIE

3:57 It was a challenge.

WILL

4:12 Okay.

STEPHANIE

4:12 And we have, you guys got a lot better a lot... lot better, but it took over, you know, took a month and a half, two months to get through the roadblocks in the bumps and bruises in the new way of... of the new jargon, so to speak, and the processes, but it's... it's actually wasn't probably a good idea to do it the middle of summer when it's most busiest time of the year for us, but it is what it is. I kind of jumped in front... in front the boats so to speak. But, yeah.

WILL

4:33 Yeah.

WILL

4:40 Okay, cool. And so in terms of like showing your customers, you know, the... the value of your service that day, how do you guys go about that?

STEPHANIE

4:50 It's follow ups because our technicians, everything's online. So basically our... our, when our technicians close your job at, it's my responsibility in my office. I just want the ability to be able too, then take that call and follow up quickly with customers with regards to proposals or hey on a maintenance fee. If we saw this and here's the proposal or change it. That's what... that's what helps the system is that it's proposals are done within the system as opposed to him help which was not, which was had to have a third person look at it and office manager look at it and handed the proposal sent over 70 is kind have links into one thing. So the office itself is still under the office itself is still under, you know, I've... I've made a bunch of changes in the office not just a month to build ups with the personnel as well. So that's more of an internal thing for us. But as far as the system goes, we haven't really hasn't really been a big... big push to the customer about a new system. It's more about our... our internal workings on how we.

WILL

5:24 Okay.

WILL

5:50 Yeah. I gotcha and so are your customers like seeing, you know, the pictures of the problems that you found that day, you know, when they're looking at these proposals or are you guys sending to the separate or they've seen that at all?

STEPHANIE

6:04 That's a matter of... of myself. Well, it's a matter of myself or... or not the owner who also does proposals to input that stuff if we need to. I mean, again, we deal with so many apartment complexes and we do a multi tenant, you know, tilt up multi tenant huge complex is in la. So we do a lot of our customers. A lot of our property managers don't want to see a big ascertain with regards to proposals. They want to see the problem solution. And then the cost. So our proposals are rather quick and that's it's a big job that I get into. And then yes, we add the pictures of the current condition, proposed solutions, you know, cost savings or what have you with energy solutions and what have you? But most of our, you know, 90 percent of our proposals are quick turnaround really quick. You know, get the information for our technician which is not a condition report in the system, opened it up model serial number pictures that you took assets that he has attain what he worked on. And then it's our... our job internally here to then turn that around for proposals. So the opportunity to put pictures in there.

WILL

7:02 Okay.

WILL

7:06 Okay. I see. So it sounds like your text provide you those pictures, but typically don't have time to add those in because you're just trying to tell the customer the problem, the solution et cetera.

STEPHANIE

7:20 Yeah. And what you're looking for, you're dealing with?

STEPHANIE

7:23 An office building that's one thing. But when you deal with an apartment who has no air or no hot water or no heat, they not really interested about what... what it looks like. They want it fixed. So a turnaround it's just really.

WILL

7:38 Okay. I see. So how about those recommendations that maybe aren't you know, vital now, but in the future, you know, could prevent some potential breakdowns.

STEPHANIE

7:50 What about him?

WILL

7:52 Well, you know, the... the apartment complex isn't worried about those problems getting fixed because they're not causing them a problem yet. You know, so, are you providing pictures in those situations?

WILL

8:05 You know, help detailed that problem to those apartment.

STEPHANIE

8:07 Yeah, it's... it's... it's a proactive approach. Yeah, if it's a proactive approach to hey, this is a potential problem. Yes. But again, most of the problems that we address... is, are they are.

STEPHANIE

8:24 Hot topics because again, you're talking about someone's apartment has no error, no heat. So it's not a matter of, hey, you know, we found is that service calls place by a customer, technician goes out typically, either they fix the problem, the jobs close, the close it out and Bill, or there's a proposal needs to be done, proposal is turnaround rather quickly because the customer doesn't want to wait two weeks to get the recognition fixed in their apartment, or, you know, we're dealing with luxury apartments.

--- Pricing ---

STEPHANIE

8:52 We're dealing partners that are, you know, 60,000 dollars a month for a 1,000 square foot loft. And we're dealing with big... big customers and they want things quick quickly fixed. If it's truly a property manager where, hey, there bullish on the road, further chillers on the road for their tool. They're towers getting a little bit old. It's 20 years old. It's you know, it's... it's about time to budget for a replacement. Yes. And that's a much larger proposal that I do that's you know, dial pictures and what have you, but it's not typically, the pictures are more for us gathering information internally so that if they technician goes to I'll give you an example. If a technician that three apartment, three three three and a, you know, a month and a half from now, we get another service call for that particular property, which is three three three, that technician that goes out there. The second time has all of the information prior because of what was input by first dictation.

--- Pricing ends ---

STEPHANIE

9:47 So that was one of the biggest hold up. So when we first started, we had to manually input everything. We went over, you know, 4,000 clients, 4,000 apartments that we're dealing with. So we had to manually put everything in, gather what we call assets which are basically the equipment that we work on for the mobile

apps for the guys. So that's where most of our focus has been is getting all the, all of the equipment that we work on in the system. So that when we go out there.

--- Pricing ---

WILL

9:40 Yeah.

--- Pricing ends ---

WILL

9:47 Yeah.

WILL

9:55 Yeah.

WILL

10:01 Yeah.

STEPHANIE

10:12 Are technicians now, what they're looking at? And why what the last technician doing? What are you work on? And what's the problem now? And why didn't I could fix? Or how does it gets fixed? Or what have you, so.

WILL

10:12 I see.

WILL

10:21 I see... I see. Well, I'm glad you guys are.

STEPHANIE

10:22 I'm just the system works.

WILL

10:25 Being able to collect all those pictures and things, you know, for... for internal purposes... I don't... I don't know if you were aware of this but has been found that including five pictures on a... on a proposal typically improves the quote approval rate by about seven or eight percent, so, you know, but so, so how long you know, does it take for you to add those pictures on... to those... to those recommended repairs that, you know, aren't like a heat down or non working water?

STEPHANIE

10:28 Yeah.

STEPHANIE

11:04 I mean, it's just a matter of copying pasting?

WILL

11:07 Okay. I see.

STEPHANIE

11:09 Thank you status. Yeah, it's... it's taking the... the boiler plate proposal template that I have and copying it into like for instance, if I gave a current condition to a property current, you know, the current condition of the actual unit is, you know, 20 years old. It's gotta be honest. Useful that life expectancy, I'll put a picture of the... of the unit, that same question and maybe take a picture kinda picture of, you know, something that's rest it out or it's leaking or the... or the condenser this broken or the cracked or whatever... whatever it is. And then I'll throw another picture down below with... the... the location of the unit or what have you, I do a lot of that kind of stuff, but it's not, it's rare. I mean, I do probably two.

STEPHANIE

12:00 Fortify as like that a month, maybe as opposed to 100 that are just boiler plate, you know, scope of work is... is, you know, five or six bullet points, you know, clean up after we're done instructing ended up to make sure it runs and then check out with the appropriate customers. So, because that's again, that's what most of our...

STEPHANIE

12:22 But I agree with you and that's how I've always propose. I used to work for Johnson controls.

WILL

12:30 Okay. I see. And so...

STEPHANIE

12:31 So I brought... I brought that, I brought that up. So my name's...

WILL

12:35 Yeah. Instead of make it a quick turnaround for your customers, are they, are you emailing that to them? And they have to print John, scan the proposal or how does that work?

STEPHANIE

12:45 No, they can approve it, they can approve it and emails. So as soon as I do my proposal, I press send.

WILL

12:48 Okay, cool.

STEPHANIE

12:57 All right.

STEPHANIE

13:01 They can approve it right then, and then most of our customers don't they just email back and say it's approved here's. A po, but they're starting to because they have, we, you know, we've... we've condition them that way this company's condition that way to him help. And so they're not used to being able to approve it. Some of them do and they're getting better at it. But yeah, they can approve it from the email and it comes right back to us. And then it logs.

WILL

13:22 Okay, cool. And so with those pictures, are those included on that same interactive quote or are they like attachments on the email?

STEPHANIE

13:33 No, they're... they're actually.

WILL

13:36 Okay, cool. Well, I know you told me you only had a few minutes, so I'll cut it off right here, but I... I do appreciate it a minute of your time here and it... and it sounds like it... it might be worth seeing how this works. See if this is a future fit down the road. Would it be a ridiculous idea to spend 30 minutes for this... this week or next to see how this works?

STEPHANIE

13:58 Yeah, this, it would be ridiculous this time of year. I would probably give me another month... month and a half when we scroll down.

WILL

14:06 Okay.

STEPHANIE

14:07 Probably putting your notices, give me another call maybe the first part November because then we will have, you know, five, six months under our belt. So to speak, maybe four months with the system to see where it's at, see if we really have all the bugs out and if we're really... really pleased with it. But yeah, I'd... I'd... I'd I entertain that. Call me back and we'll set something up. Okay?

WILL

14:25 Okay. Okay. Sounds good. Kevin. What's your cellphone number?

STEPHANIE

14:30 And then again, the name of it, is... is it service tighten or service trade?

WILL

14:34 We're service trade?

STEPHANIE

14:37 Trade dot TR a D correct?

WILL

14:40 TR a D?

STEPHANIE

14:43 TR a D and is there anything online for it? Can you send me something?

WILL

14:48 Yes, we have a, we have a website. Yeah, I could send you the information, what's your email?

STEPHANIE

14:55 Kevin, KEVEN?

STEPHANIE

15:00 At Southwest mechanical.

STEPHANIE

15:06 Doc, biz B, IZ, just make sure you spell my name with an E not or not.

--- *Wrap-up* ---

STEPHANIE

15:12 Yeah. So, I'm gonna make sure you spell her name when he and I don't know, okay, yeah, go ahead and do that.

WILL

15:09 Got it. I appreciate it.

WILL

15:13 Yep. Yep.

WILL

15:15 Yep. I've got that. And sounds good. And so we can easily get back together in November. What's your cell phone number?

STEPHANIE

15:25 Six, two, six... four, three, zero, eight, two seven one.

WILL

15:33 Now that I appreciate your help, Kevin, and best of luck with your... your new BuildOps system, and... look forward to speaking in November just to show you around and see if it's a better fit, if not, that's fine too.

STEPHANIE

15:48 Yeah, I understand. I appreciate it. Have a good day. Well, thanks.

WILL

15:50 Thanks you're, welcome you too, bye.

The End