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BRITEinfo.com

Solution: BRITE Business Intelligence

Mack Services Group

SUCCESS STORY: SERVICE DEPARTMENT OPTIMIZATION AND BUSINESS DEVELOPMENT

For over 85 years, **Mack Services Group** has become a leading energy company in Main Line and Chester County, providing thousands of heating customers with a full-service heating solution – from heating oil, to propane and natural gas. Mack Services is guided by their mission to be committed to the diversified needs of their customers and provide quality services to their customers.



THE CHALLENGE

While the company continues to grow and expand their offerings to meet the needs of their customer base, Mack's HVAC Coordinator struggles were two-fold:

- Get the transparency he needed to analyze the operations in effort to seek out new opportunities and efficiencies.
- They were having trouble assessing where to spend their time so that they could continue to develop services that met their customer's needs while maintaining the impeccable service they promise each of their customers.

OPPORTUNITY

After getting started with BRITE, Mack Services was able to instantly identify areas of the operation that they should be focusing on. "I am seeing in 30 seconds what areas of the operation need focus and can spend my time improving those areas instead of foraging for data" said the HVAC Coordinator. BRITE enabled us to create customized dashboards showing an executive level view of business performance so that we can have visibility in less than a minute.

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He continued, "I can view my company's overall performance concurrently with an ability to dig quickly into the root of issues, allowing me more time for problem solving. I'm also able to select specific KPIs to view and sort by technician, job type, customer type to focus on areas of opportunity."

RESULTS

"Every day when I open my BRITE dashboard, I am presented with an executive view of our business performance and historical data to conduct trend analysis as well." Mack Services now uses his BRITE dashboards daily to identify repetitive customer issues, which has allowed them to be more proactive in finding opportunities for targeted sales. "By being able to easily see the work we perform regularly for various customers, I can create a revenue stream by offering preemptive maintenance before their system breaks down" the HVAC Coordinator states. As a result of implementing BRITE into Mack Services' daily routine, they were able to:

- Reduce the call back rates by 70%, resulting in only 2% monthly callbacks
- Cut down on operational analysis and research by 3 hours a day

The data provided through BRITE helps Mack Services support a profitable department and steer their focus towards what customers need based on the history of work performed. The HVAC Coordinator says, "Not only has BRITE made our business more profitable, but any time I have a question or need help with anything, the BRITE support team is tremendous and very responsive to our specific needs."