

Oscar W. Larson Co. Increases Sales by \$10M and Creates a Mobile Workforce with GoFormz



Energy audits now take place in minutes, not days

GoFormz eliminates cost of re-keying 100,000 time sheet entries every year

AT-A-GLANCE

INDUSTRY

Construction & Maintenance

CUSTOMER SINCE

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FORMS

energy audits, time sheets, inspections

WHY GOFORMZ?

- Needed a complete mobile forms solution, not just mobile data capture. With GoFormz, inspection technicians generate a professional, printed report from any completed form.
- Energy audits depend on quick cost savings calculations for customers. GoFormz auto-calculations on form fields let sales reps generate a quote in real-time.
- Government customers are not happy when completed forms look different than their original format. With GoFormz, teams can turn existing forms into mobile forms that look just like the original.
- With the GoFormz API, Oscar W. Larson can integrate mobile forms with its existing ERP and content management systems.

BENEFITS

- Increased internal efficiencies and the ability to create bids faster and more accurately contributed to a \$10M sales increase last year.
- Exceeded customers' expectations of professionalism and quality.
- Huge boost in productivity, eliminated need to re-key 100,000 time-sheets/year.

THE FULL STORY

Paperwork and customer satisfaction don't mix

Founded in 1946 to serve the petroleum industry, Oscar W. Larson Co. provides the automotive, airline, marine, restaurant, convenience store, and service industries with contracting solutions for all project needs.

Oscar W. Larson has a strong commitment to customer satisfaction and proudly offers customers the best service department in the industry — available 24 hours a day, 7 days a week. That commitment to customer satisfaction prompted Oscar W. Larson to face its paperwork burden head-on by completely mobilizing its workforce. Serving 30% of the Fortune 500, Oscar W. Larson could not compromise its professionalism by rolling out an incomplete mobile forms solution.

Mobile data capture isn't enough

As a solutions provider for DTE Energy, Oscar W. Larson frequently sends sales reps to perform energy audits at customer sites. During the audit, sales reps complete a form that spells out the kilowatt and cost savings of replacing light bulbs and using alternative sources of energy. In order to eliminate a trip back to the office to run calculations, generate a sales contract, and print a proposal for signing, the reps needed a mobile form solution that could perform savings calculations right on the spot.

“Now that the cat [GoFormz] is out of the bag, we can't create forms fast enough.”

Pete Wayne, Director of IT & Operations

“When it came to evaluating mobile forms solutions, I left no stone unturned,” recalls Pete Wayne. “There are lots of mobile forms solutions that can capture data on mobile devices. Only GoFormz gave us the features we needed for our sales reps to automatically calculate customers' savings AND generate a professional-looking proposal they could sign right then and there.”

“There's only so much paperwork we can process.”

With 200 skilled employees servicing the Mid-West, Oscar W. Larson generates tons of time-sheets. Once an employee clocked his hours, someone else had to manually re-key each entry into the WennSoft HR system—to the tune of 100,000 entries every year. GoFormz streamlines the brutal process by automatically updating the HR system every time an employee records his hours from an electronic time sheet form on his/her mobile device. Thanks to the GoFormz API, Oscar W. Larson

can easily integrate mobile forms data with WennSoft. Overall, Wayne estimates this new process and many others have saved Oscar W. Larson nearly \$300,000 in labor costs.

Oscar W. Larson stores over 2.5 million documents in its DocLink content management system. With GoFormz, they can leverage that investment because all forms completed via GoFormz on mobile devices are saved in DocLink. This is yet another example of leveraging the GoFormz integration capabilities to dramatically reduce the manual entering of data into another application. In addition, any field or property from GoFormz is mapped to DocLink, where forms are searchable with other content in the system.



Using existing forms is a top requirement

Oscar W. Larson's technicians often perform onsite inspections and maintenance checks at customer sites. Mandated by the EPA, these inspections are performed at a granular level with a 6-page government form. Technicians must include pictures and comments, and the completed form must look like the original. With GoFormz, the technicians can perform the inspection on a mobile device, including photos and comments, and then present a complete, professional-looking, government-approved document that looks just like the original.

Mobile forms are spreading like wildfire; sales have increased by \$10M

“Now that the cat [GoFormz] is out of the bag, we can't create forms fast enough,” jokes Wayne. After just one year of using GoFormz, Oscar W. Larson has created over 50 templates and generated over 50,000 completed forms.

Overall, Oscar W. Larson sales have increased by more than \$10M over last year. Wayne believes the choice to partner with GoFormz as their mobile solutions platform has been a major catalyst for such growth. This partnership has increased productivity and created a faster, more accurate bidding process; not to mention the competitive edge they've gained by using mobile devices to generate complete, professional, government-approved forms.