

# CASE Study

## Dispatch Direct for Field Service Automation

### The Client

Cobra Concrete Cutting Services Company provides concrete cutting and coring primarily in the Midwest. It's proud of its distinguished level of service and commitment to customer satisfaction and constantly strives to set industry standards for safety, reliability, and state of the art cost saving solutions. A full union shop, Cobra offers core drilling, wall sawing, slab sawing, curb cutting, concrete patching and bobcat services. Clients include general, plumbing, electrical, HVAC, and demolition contractors, pipe fitters, building engineers, architects, and homeowners.

### The Challenge

When a construction project hits a "concrete wall," concrete cutting professionals must be on the job immediately to keep the project moving forward on schedule. Cobra Concrete Cutting needed to respond cost-effectively, often the same day, by sending laborers with the right skills and specialized equipment. With five crews, Cobra tracked their calls on a large white board, but cancellations, multiple calls per day, and offering a multitude of services resulted in unacceptable errors and double-counting. While they could easily account for large equipment, locating smaller saws and drills that moved easily with the workers was a drain on time and resources.

Cobra aggressively sought out a solution that would position them for growth and efficiently incorporate and track new employ-

ees, trucks, and equipment. Within two years, Cobra grew by 300%.

### The Solution

By partnering with Dispatch Direct, Cobra Concrete Cutting proactively handled their growth and is primed for continued expansion. A full-time dispatcher is responsible for day-to-day scheduling, but the common-sense usability of the Dispatch Direct system allows anyone with basic computer skills to step in as needed. With as many as 40% of the calls for Cobra's service coming in only 24-48 hours in advance, Dispatch Direct's immediate tracking and dispatching

**"Once we installed Dispatch Direct, we never looked back! We couldn't have handled our growth without them."**

—Dan Foley  
Cobra Concrete

of personnel by skill level, large and small equipment, and geographic location are fundamental to Cobra's ability to get the job done. Dispatch Direct has helped:

- Hours and wages are agreed to by the employee and dispatcher and entered into the Dispatch Direct system at the end of each day,
- Integration of Dispatch Direct and the



**Dispatch Direct  
maximizes  
productivity in the  
field, matching the  
right people, skills  
and equipment to  
each job - right away.**

payroll system improves office productivity, doing away with the need for timesheets, additional data entry and phone calls to field personnel.

- Travel time is analyzed and controlled, reducing overtime.
- Real time reports locate all equipment, regardless of size, for quick response to same day calls.
- Owners and salesmen run Dispatch Direct in the dispatcher's absence, maintaining maximum productivity in the field.
- Billing directly from Dispatch Direct saves accounting four hours/week researching missing job tickets.
- Dispatcher assigns personnel and equipment efficiently based on proximity to a job, saving travel time, gas and hourly wages.
- Right equipment and certified or pre-trained people arrive at the correct job site, the first time.
- Management knows the status of all jobs at any time, scheduled, in-process or completed.
- Management can prepare for continued growth by analyzing reports on scheduling, overtime, and equipment.

#### **The Future**

Cobra's success with Dispatch Direct will allow them to continue to expand and set industry standards for responsiveness and customer service. Integration with Dispatch Direct's Global Positioning System in the future will enhance Cobra's ability to see exactly where each crew is, real-time, for immediate assignment.

To learn more about Dispatch Direct  
please visit  
<http://www.DispatchDirect.com>

Dispatch Direct  
998 Corporate Blvd.  
Aurora, IL 60502  
Tel. 877-355-1735  
Fax 630-375-8820  
Email [Sales@DispatchDirect.com](mailto:Sales@DispatchDirect.com)