

Roto-Rooter Plumbing & Drain Service

Case Study for Field Service Companies



Roto-Rooter is one of the most recognized companies in the United States, delivering 24/7 services to nearly 90% of the country. With a steadfast focus on rapid response and fast service to customers, Roto-Rooter employs 1,500 service technicians who help residential and commercial customers with clogged sewers, sinks or drains, plumbing repair services and preventive maintenance programs.

When customers are dealing with plumbing problems, they need help immediately. Efficient communication is a critical component to making sure customers are serviced quickly.

“Voxer has improved both efficiency and communication. Voxer also records messages, ensuring that important communication is not missed or does not need to be repeated, saving time and improving productivity for our employees.”

- Joyce Welage,
Director of Office Operations

How Voxer Business Helps:

- **Competitive Edge** - effective communication allows Roto-Rooter to provide the best service to their customers, giving them an advantage over the competition
- **Efficiency** - PTT enables short, and to-the-point sharing of information using voice, text and photos
- **Improved Collaboration** - recorded messages make sure that important communication is never missed and never needs repeating
- **Superior Flexibility** - they can choose the mobile devices and carriers that are most cost-effective and provide the best coverage to technicians
- **Rapid Deployment** – rolling out Voxer with a mobile device management system made national deployment fast, cost-effective, and easy

Roto-Rooter has a large number of technicians in the field, and keeping them in constant contact with dispatchers and supervisors can be challenging, especially when network coverage can vary.

Roto-Rooter needs more than one carrier option to ensure that their nationwide staff of technicians have excellent mobile coverage in the field. They had been using push-to-talk (PTT) services provided by two different wireless carriers for years. However, when Roto-Rooter developed a new app for their technicians, they required newer devices and found carrier PTT options to be limited on smartphones.

After hearing about Voxer in the service industry, and learning that some employees already had the app for personal use, Roto-Rooter decided to try Voxer Business to see if it could replace their existing PTT solution.

To deploy Voxer to technicians, administrators pre-configure the app on corporate-issued devices using mobile device management (MDM) software. This allows field personnel and dispatchers to begin communicating immediately without any added effort. Roto-Rooter also uses the administrative tool called the *Voxer Business Manager* to set up accounts and teams that update automatically on the technicians' mobile phones. Now employees have all their work contacts easily accessible.

Today, more than 850 Roto-Rooter technicians use Voxer Business in the field as a reliable way to rapidly communicate with dispatchers and supervisors—averaging 9,000 messages a day. Voxer's service keeps their extensive operations running smoothly, supporting 25,000 service calls and \$6 million in business each week.

“Push-to-talk is a crucial communications tool for our field employees and therefore our overall business... we have found that they prefer to communicate via PTT as it is quick and allows short, to-the-point conversations.”

- Joyce Welage,
Director of Office Operations

Roto-Rooter technicians and dispatchers have dramatically cut down on time wasted on the back-and-forth clarifying information. Because all audio is simultaneously recorded, everything can be played back and reviewed any time.

Before Voxer, if a dispatcher was busy when a message came in, he or she was unable to respond and had no way of knowing why a technician was contacting them. Now, dispatchers can quickly listen to a recording and have the information they need to act immediately—making the job of serving customers much more efficient.

Because Voxer works across multiple devices, and on any carrier, Roto-Rooter also has the flexibility to choose which carriers and devices they want to use for the best coverage and price.

Voxer has provided Roto-Rooter with fast, reliable communication which is invaluable to delivering the excellent customer service they are known for.

Voxer Business is a professional-grade push-to-talk service for companies. Communicate instantly with live and recorded voice, text and photos on today's smartphones.

Check our website for more information voxer.com or contact our Sales team at sales@voxer.com.