

## Case Study: Roto-Rooter

# Samsung Galaxy S Smartphones Enable Efficient Workflows for Field Technicians



## Overview

### Customer Need

Roto-Rooter is the largest provider of plumbing and drain-cleaning services in North America. The company's service technicians work in wet and harsh environments and needed a smartphone to stay connected with the office and execute a variety of customer service and operations tasks. Given the harsh working conditions, the smartphones needed to be water-resistant and durable.

### Samsung Solution

Roto-Rooter deployed roughly 2,500 Samsung Galaxy S and Galaxy S active smartphones to its service technicians. The Galaxy smartphones are water-resistant<sup>1</sup>, dust-proof, and built for outdoor use. The average technician uses the smartphones 35 times a day to connect with dispatch and other technicians, navigate, check customer history, order parts, email receipts, and process payments.

### Results

The Samsung Galaxy smartphones are an indispensable tool for Roto-Rooter field technicians. The suite of communication and work-flow apps enable technicians to stay productive throughout their shift. The Galaxy smartphones have proven to be reliable under harsh conditions and nearly eliminate routine visits to the branch office.

<sup>1</sup>The Galaxy S5, S7, S6 active and S7 active are rated IP67 or 68, offering water resistance up to 5 feet of water for up to 30 minutes; rinse residue/dry after wet.



Founded in 1935, Roto-Rooter evolved from a small company using a simple machine to cut roots from sewer lines to becoming the largest provider of plumbing and drain-cleaning services in North America. The company offers a variety of repair and maintenance services to homeowners and businesses.

Roto-Rooter has nearly 50 company-owned branches and hundreds of independent franchise operations throughout the United States, serving 90 percent of the U.S. population. They also serve Canada and various locations around the world.

Roto-Rooter recently expanded its service offerings to include water restoration services to help customers cope with water cleanup and the damage left behind.

## The Customer Need: Durable “Digital Lifeline” Devices

For Roto-Rooter field service technicians, the smartphone is almost as important as their plumbing equipment. “Our technicians will use a smartphone about 35 times throughout the day,” says Joyce Welage, Director of Office Operations at Roto-Rooter. “It connects them with the office and enables them to manage their day-to-day tasks.”

Field technicians are a one-person mobile office and the smartphone is the digital lifeline that connects them to everything they need to efficiently complete their jobs. They use the smartphone’s voice and text features to communicate with customers and push-to-talk (walkie-talkie) apps to instantly contact dispatch.

In addition, the smartphone is used to access Roto-Rooter’s job workflow app for customer lookups, time logs, job tickets, parts management, customer invoicing, and payment processing.

The smartphone is also used for navigation and to receive work safety advisories such as the heat index or storm warnings.

The service technicians work in wet and slippery areas like bathrooms, basements, and sewage drains. These conditions are far from ideal for a typical smartphone. “Our field tech will typically complete four dirty repair jobs a day, and since all communications and workflows are conducted on the smartphone, it needed to be really durable,” says Welage.

The company needed a water-resistant smartphone that could withstand the harsh conditions of the technician’s work environment. It also needed to have a large touchscreen for easy data entry, but small enough for one-hand operation. “We needed a device that was going to be rugged, dependable and work as hard as our technicians,” says Welage.

## The Solution: Water-Resistant Galaxy Smartphones Stand Up to Harsh Work Conditions

Roto-Rooter partnered with Samsung to deploy about 2,500 Galaxy S and Galaxy S active phones. The Galaxy smartphones are water-resistant and can withstand wet and messy working conditions. They have a powerful processor that enable field technicians to use multiple applications simultaneously without lag time.

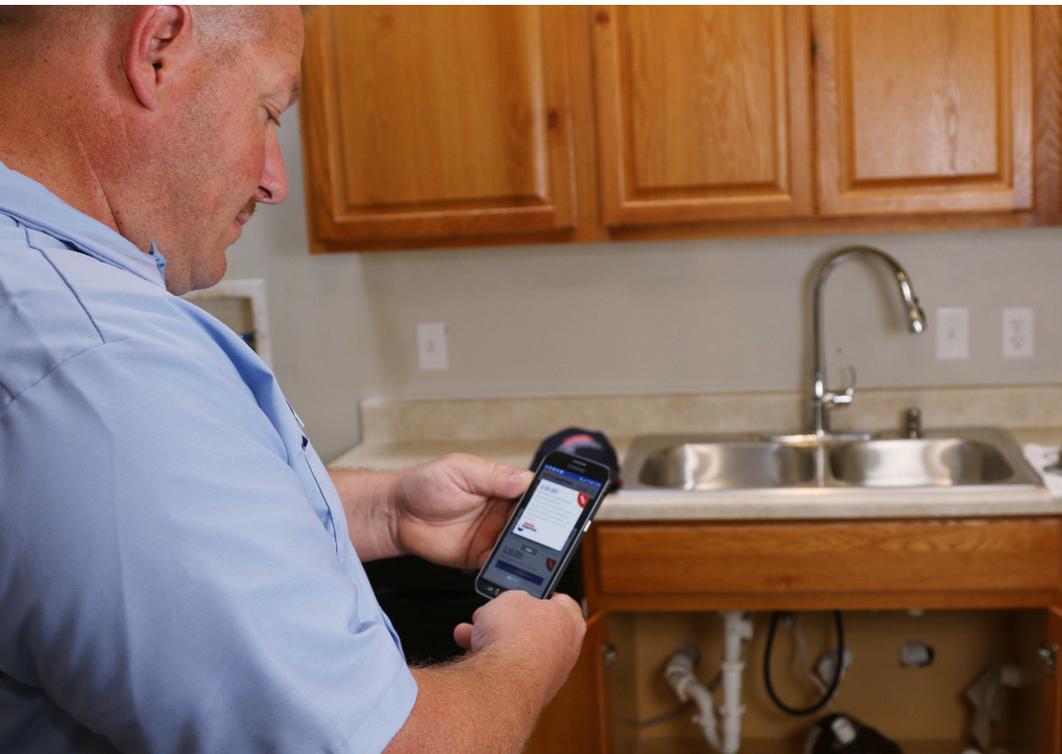
The Galaxy smartphones feature a bright, 5.1-inch touchscreen that enables technicians to easily interact with the phone. And a light sensor automatically adjusts brightness and contrast levels so technicians can read the display as they move from bright outdoors to dark basements. Customer payments are processed with a Bluetooth-enabled credit card reader (sold separately).

The entire fleet of smartphones is centrally managed through mobile

device management software for fleet-wide updates of software. "Our technicians visit the office only once a week, and even then, they are spread across the country, so the ability to centrally update all 2,500 devices with one push is essential," says Teri Sayre, Director of IT Development at Roto-Rooter.

Turn-by-turn directions are pulled up when the technician receives a new job, and once the job is complete, service technicians can input all necessary information like labor hours, parts used, and detailed work descriptions directly into the Galaxy smartphone.

Receipts are immediately emailed to customers through the smartphone for a more professional experience.



## Samsung Galaxy Smartphones

### GALAXY S SERIES

Flagship smartphone line for enterprise productivity, performance and security.



### GALAXY NOTE SERIES

Large-format display and innovative S Pen technology for multitasking.



### GALAXY S ACTIVE SERIES

Ruggedly built, military-grade exterior that's made to endure some of the harshest, dirtiest and most challenging work environments.



### GALAXY J SERIES

Affordable, business-ready smartphone with built-in, best-in-class security.



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## The Results: Field Efficiency and Customer Delight

The Samsung Galaxy smartphones have delivered greater efficiency in the field and helped continually improve customer satisfaction. In addition, the smartphones have helped identify customer leads for the new water restoration service.

“Our techs love the Samsung smartphones because they finally have a single device that can do everything they need right at their fingertips,” says Welage. “And the water-resistant phones can stand up to the harsh conditions our techs face every day.”

The Samsung smartphones have also positively impacted the customer experience by arming technicians with in-depth customer history. “The techs have a full record of all past calls, which tech worked on the job previously, and all other critical details instantly,”

says Welage. “They can quickly see if a home has animals or a homeowner has special needs, such as difficulty hearing. These small details are critical to providing a seamless customer experience and forging stronger, long-term relationships.”

The Galaxy smartphones enable the head office to manage the technicians in real-time. “Now we’re able to send job information to technicians and have accurate data on the location of technicians, whether they’re in route, working on a job, or leaving the worksite,” says Sayre. “If a customer calls to ask what time their service technician will arrive, we can provide them with accurate and timely information.”

The Galaxy smartphones also facilitate capturing and forwarding customer

leads for a new water restoration service. “A field tech may be working on a drain issue and notice water damage,” says Paul Abrams, Director of Public Relations at Roto-Rooter. “With the Samsung phone, he can instantly pass the lead to our new water restoration team and they can follow up right away. The ability to compress the response time helps us better serve our customers and expand our service lines.”

“The Samsung phones have played a critical role in maximizing our field and dispatch center efficiency while also strengthening customer interactions,” says Sayre. “Customers can see that we’re evolving, creating innovative solutions and using tools that make their experiences better.”



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