



Linxup GPS Helps SERVPRO Franchises Thrive

The past year has proven to be difficult for many businesses across the country. The pandemic is still an ongoing issue, and the residual effects on the economy have affected almost every industry. While Linxup customers have experienced the highs and lows of a challenging time, many have continued to see the benefits of GPS for not just maintaining their business, but growing and protecting it as well.

We've heard from several SERVPRO franchises who are improving their businesses with GPS data. Here's how they do it.



Cutting Expenses with Better Management

Nathan Hinders (SERVPRO of NE Columbus, OH) has been using Linxup for over six years and relies on it for quick response times. At a glance, Nathan can see where every service team is. When a call comes in, he can enter the address to find the nearest crews and tell how long they have been at their current locations—making it easy to predict which crew will be done first and can respond to the next call. More importantly, in recent years his increased efficiency enabled him to reduce his payroll and make the business more profitable.

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Protecting Against Theft—Of All Kinds

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Jesse Kincaid (SERVPRO of Carlton/Maybee) found that he was being robbed in a different way. The long time Linxup customer quickly confirmed the value of Linxup's GPS data when he discovered some employees were submitting time for jobs they had not been on, or not showing up for their scheduled service calls. GPS data makes payroll easier and more

accurate while also helping to identify possible customer service issues in the making. After hours use alerts prevent employees from moonlighting with your vehicles or equipment.



Avoiding Liability

Jesse also found that GPS data was helpful for liabilities. One employee crashed a company vehicle; checking the history of the employee's driving behavior revealed a pattern of speeding that needed to be addressed to avoid further incidents. Putting a data driven program in place to monitor driver behavior and reward safe driving practices eliminates both the risk of accidents and excessive wear and tear on vehicles.



Looking Ahead

As we all put 2020 in the rearview mirror, Linxup continues to develop innovative new products to help our customers solve problems. Our best in class dash cams continue to grow in features, including tailgating alerts and more. We can't wait to hear more ways our customers use GPS to make their businesses thrive.

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