

The Unexpected Value of Asset Management

Say goodbye to reactive facilities and hello to superior performance

 ServiceChannel

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Today, a lot of facilities teams are in a reactive mode. They're busy putting out fires rather than preventing them. That's why many companies have seen their facilities program as a cost center, rather than an engine for growth.

Leading multi-location brands have taken control by shifting to proactive management of the assets across their facilities. This practice is initiating a new era of not just stronger facilities programs, but better overall operational performance and higher revenue.

When there are fewer fires to put out, there's more time to focus on the customer experience and brand growth. That's why strategic asset management, and the performance data gained from it, enables companies to raise the bar for innovation and budget efficiency.

The competitive advantage belongs to organizations that leverage such proactive facilities management to drive brand performance. That's why building a modern asset management program may be the most important investment your company hasn't made yet.

What is asset management?



1. Knowing **what you have**
2. Knowing **where it is**
3. Knowing **its condition and historical record**
4. Knowing **the most efficient way to care for it**
5. Knowing **its financial impact on your business**



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Make Customer Loyalty a Given

People have become used to flawless online experiences. Today, those expectations are spilling over into the real world.

To win customer loyalty, you have to make a great first impression. Then, you must consistently maintain that level of performance.

When a mission-critical asset breaks down, that degrades the customer experience. When facilities are always at top operational capacity, the customer gets the optimal experience (always).



CUSTOMER CASE:

The Cheesecake Factory Serves Up Guest Satisfaction

Our mission is to provide absolute guest satisfaction and ServiceChannel has allowed us to provide that.

Making sure that we have a facility that is the right temperature, that it's clean and comfortable has given us a great opportunity to give our operators more time to focus on our guests, which is really their primary responsibility.

Tony Kelly
Director of Development Accounting
The Cheesecake Factory

The Customer Satisfaction Equation

Maximized
Asset
Uptime



All
Facilities



Optimal
Customer
Experience



Higher
Revenue



Lower Your Total Cost of Ownership

Asset management helps you optimize the cost of each asset in relation to the value it provides your businesses.

The visibility gained across your asset fleet enables a preventative maintenance model, ensuring that revenue-generating assets are at peak performance levels throughout their entire lifespan.

If a problem occurs, you can use asset analytics to troubleshoot and see if on-site staff can fix the issue, avoiding unnecessary service calls.

If an asset that's under warranty needs service, your asset management program helps make sure the preferred service provider is contacted, and that work is performed on time and to standard.

When a technician gets to your site, detailed asset management helps them get to the right machine and do their job faster.

That all supports a lower TCO for mission-critical assets, which leads to a lower overall lower cost per location, and across your entire business.

CUSTOMER CASE:

Love's Keeps Things Rolling With Asset Data

With analytics from ServiceChannel, our equipment can tell their "life stories". We use that data to make proactive decisions to either repair or replace equipment. The next step is applying that in the budgeting process to lower costs.

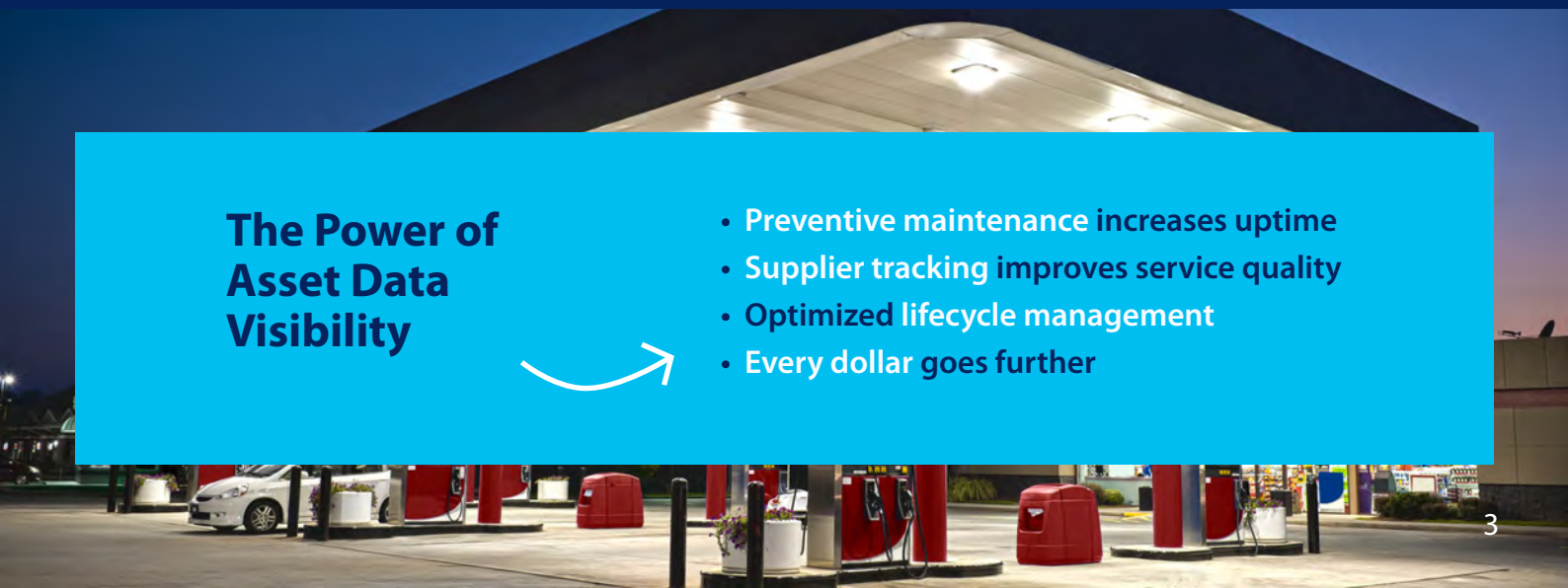
Lance Schmidt

Director of Facilities Maintenance
Love's Travel Stops and Country Stores

The Power of Asset Data Visibility



- Preventive maintenance increases uptime
- Supplier tracking improves service quality
- Optimized lifecycle management
- Every dollar goes further



Upgrade Your Capital Planning

Asset management supports overall operational performance, which is directly related to real estate portfolio performance.

The data collected from an optimized asset management strategy pays off in the planning of new locations and re-investing in existing ones.

Knowing how a particular mission-critical asset performs will help you know when to keep buying more, or when to switch to a different model or vendor.

Tracking the remaining viable uptime of mission-critical assets across your facilities allows you to better plan for replacement and helps to maximize your spending power by buying in bulk.



How can asset management support expansion?



- Consolidate contractors regionally
- Streamline work orders & invoices
- Improve warranty management
- Support planning & buying power

CUSTOMER CASE:

Asset Tracking Keeps CarMax Running Like a Dream

We're tracking over 5,000 assets across our 220 stores, ranging from HVAC rooftop units all the way down to floor scrubbers.

We apply asset tracking to make sure we have the latest and greatest customer-facing facilities and that team members have an environment that allows them to be as efficient as possible.

Mark Franzen
Senior Manager
CarMax



Be a Lean, Green, Compliant Machine

When you operate with asset management best practices, you can develop a more sustainable profile and reduce your carbon footprint.

Instead of trying to keep up, stay ahead of environmental regulations. If you can track connected IoT assets, you can comply automatically and keep certifications updated with real time data.

All of that data can then be collected in a single “source of truth” which serves as documented evidence of your commitment to sustainability.

So, you’ll be complying with regulations and saving energy, but that’s just the start. In fact, sustainable facilities have demonstrated that they achieve a higher performance level while being more cost-effective.

CUSTOMER CASE:

Tops Makes Sustainability Cool

Refrigeration is probably our most vital asset. If something’s not working, we’ve probably got a disappointed customer.

In addition to the impact on the customer experience, if a case starts to run warm and isn’t repaired in time, we risk losing a lot of product.

With automatic asset tracking, real-time mobile work orders, and visibility built into every step, Tops can reduce loss and improve compliance at the same time.

Craig DeGroat
Maintenance Supervisor
Tops Markets

How does asset management support sustainability?



- Reduce energy usage & carbon emissions
- Minimize product loss & food waste
- Extend asset lifespan
- Ensure assets are retired responsibly

Elevate Team Performance


Facilities teams today are asked to do a lot, but often with less resources. Asset management helps them meet these demands.

With faster, proactive, automated maintenance, facilities teams have more time for strategic planning. They can scale their impact, while still getting home at a decent hour, which is not usually part of a career in facilities.

Ending the status quo of reactive, repair-focused facilities can help location managers too.

When something breaks down, the frontline team has to deal with it — spending time that could be better spent serving the customer.

Facilities and operations teams can get on the same (more productive) page with streamlined asset management, tracked in a cloud-based system of record.



What do operators get from asset management?

- Reduced silos and support for collaboration
- A way to ensure routine maintenance is performed
- A foundation for automated maintenance calls
- Greater visibility of maintenance costs

CUSTOMER CASE:

A Fresh Take on Efficiency for Freshpet

We went from having almost no process to manage all of our valuable assets in the field to having a seamless one.

There has been a 53 percent increase in work efficiency – the same number of Freshpet staff and contractors who previously serviced 13,000 refrigerated units now service up to 20,000 units.

Vladimir Vuka
Director of Retail Assets
Freshpet



Invest In Asset Management Today to Lead Tomorrow

Ready to move from reactive facilities management to a proactive approach? With a bit of strategic investment, your brand can join the ranks of top-performers.

ServiceChannel is dedicated to helping you achieve the full potential of asset management. Explore our [resource library](#) for in-depth customer cases, guides, blog posts and deep dives on specialized topics.

If you would like a personalized assessment of the value that your business can achieve with a strong asset management program, don't hesitate to request a demo or contact an expert via our website at:

[ServiceChannel.com](https://www.servicechannel.com)

