



Expand Your Footprint, Not Your Stress: How Growing Brands Can Overcome Facilities Challenges

Build a Larger Provider Network, Increase Visibility Into Your Work Orders,
and Keep Costs Down

 ServiceChannel

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How Growing Brands Can Overcome Facilities Challenges

Whether your business is a chain of boutique stores or a local restaurant franchise, customer experience is of the utmost importance. To grow your brand, you need to delight your customers, and to do that, every location needs to be performing at its best. When an HVAC system stops working or a stove breaks, this goal quickly feels overwhelming if you cannot find a provider to fix the issue reliably and efficiently.

In other words, when you are a small to midsize business (SMB), your facility programs present unique pain points that can limit your brand's ability to grow and scale:



You struggle to build a strong provider network.

To successfully expand your footprint, you need a provider network that can keep up with your growth and service each new location.

However, you do not always have the bandwidth to source, manage, and maintain good relationships with local, self-performing vendors that show up on time and promptly fix issues the first time — no subsequent work orders required.



You cannot keep up with opening day expectations.

It is difficult to keep your new locations looking and operating as smoothly as they did on opening day when you have limited staff and budget.

However, when facilities issues occur and something goes wrong, customers are quick to give feedback in social media forums or leave negative reviews, potentially damaging your brand's reputation.



You lack visibility into all your assets.

You have different locations with varying requirements and a growing fleet of assets.

However, information about your repair and maintenance needs and spend is siloed, fragmented, and often tracked manually. This means that your operations team is spending too much time on administrative tasks instead of focusing on the customer experience and driving sales.

If this sounds like what you experience on a day-to-day basis, you are not alone. There are underlying challenges that keep SMBs like you locked in a fight against these pain points, instead of actually getting the necessary time, bandwidth, and resources to maintain your locations while continuing to grow.

In this guide, we dig into those underlying challenges that are holding you back. Then, we explore several solutions that will help you grow your brand without limitations from your facilities programs.

The Benefits You Want to Experience

When you have the right tools and resources to properly manage your facilities programs, you often see immediate benefits:

- **Freedom to Grow**
Get the time you need to open new stores and prioritize customer experience.
- **Peak Performance**
Realize the full potential of your facilities budget, your team, and your brand.
- **Operational Visibility and Efficiency**
Gain a direct line of sight into all locations, asset health, and provider performance to proactively allocate resources according to real-time data insights.



Questions to Consider

How much time are you spending on administrative tasks?

Do you need a better process for submitting and tracking work orders?

Do you currently have all the providers you need to service your locations?

Are you able to track if your providers show up on time, complete jobs efficiently, and deliver their best work?

Can you easily find new providers as you open locations and expand into new regions?

Are issues with facilities management impacting your customers' experience and brand image?

Are you able to efficiently track the status of all your assets and measure their performance?

Are you stuck in the cycle of reactively responding to urgent fixes?

Can you proactively identify potential facilities issues and areas of improvement?

Where Are All the Good Technicians?

The Lack of Skilled Providers That Prioritize Your Business

Key Takeaways

- Opening new locations, especially across states, could mean you do not have the service provider contacts that you need, when you need them.
- The current labor shortage makes it more difficult to find providers.
- Smaller businesses might need to compete with larger enterprises for limited provider attention.

Finding providers who can perform high-quality work and show up on time is a particularly daunting challenge — especially during the current labor shortage. **3 in 4 employers** report having issues finding the talent they need.

For growing businesses like yours, this can lead to unplanned downtime, which can cost as much as **\$108,000 an hour**. Meanwhile, the odds of repairs being delayed because you cannot get a provider onsite are only increasing. You do not want to chase down providers for responses, and it is especially difficult if you are branching out into new regions where you do not have the contacts you need right away.

The labor shortage also means that more inexperienced providers are likely to enter the market. So, you still need to vet your limited choices when you are already spending too much time to identify and contract with providers. And even if you are outsourcing this work to a broker, in either scenario, you do not have a way to be sure that you are working with top performers without spending too much.

Without a strong, reliable service provider network in place, you face:

- Extended provider response times and a backlog of work orders
- Lost revenue due to equipment downtime
- Unresolved maintenance issues
- Increased spend
- Decreased service quality from providers who are unfamiliar with the business or industry
- Strain on your current staff
- Inability to uphold customer experience standards
- Lack of bandwidth to open new locations

Compounding the issue, service providers sometimes prioritize the business they get from larger enterprise customers over requests from SMBs like yours, making it even more difficult to compete for their attention and expertise.



As of 2023, the global talent shortage reached a 17-year high. The construction industry alone needed to find and hire an estimated 546,000 workers to keep up with labor demands.

Scattered and Isolated

The Lack of Real-Time Data and a Central Source of Truth

Key Takeaways

- High-growth businesses often lack a single facilities management platform that is used across all locations.
- Without real-time data insights, you do not have a clear picture of your asset health.
- As a result, it is more difficult to justify investments to key decision makers.

As you open more locations, you probably find that your systems are becoming more disparate. For example, all your scheduling might be done manually, while your maintenance requests are managed through email or paper forms, and your asset tracking relies on spreadsheets. If this sounds familiar, it means that a lot of your time is consumed by administrative tasks.

If you do not have a single facilities management platform to serve as your system of record, the situation ultimately results in some, if not all, of the following outcomes:

- Difficulty tracking work orders
- No clear updates on the status of work orders
- A lack of preventative maintenance
- No clear picture of asset health
- An inability to make informed repair vs. replace decisions
- Difficulty tracking actual spend in comparison to your budget
- No visibility into facility operations across your various locations
- No visibility into potential savings and unnecessary spend

In short, more manual processes means that you spend more time chasing down information and fixing errors and less time focused on customer experience and growth.

On top of these inefficiencies, the inability to properly track labor hours makes it difficult to justify investments that you really need. These investments could even include more headcount or a facility management software solution that would automate operational processes and provide you with additional bandwidth.



More Than a Number

Using Performance Data for Service Provider Evaluations and Preventative Maintenance

Key Takeaways

- While facilities management challenges are very real, they are not insurmountable.
- Unlocking performance data gives you the opportunity to properly evaluate providers, build a stronger provider network, and increase efficiency.
- Performance data helps you move towards preventative maintenance instead of reactively responding to needs as they arise, helping you cut back on unnecessary spend.

Despite the challenges you are facing, it is important to concentrate on solutions. An important component of your solution is **performance data** — information on your assets, providers, and locations that indicates if you are operating efficiently enough to accomplish your business goals.

Performance data gives you more insight into provider performance, helping you determine their level of reliability and efficiency — like mean time to repair and first-time resolution rates — so you know who you should continue to work with. It also helps you identify budget trends that could reduce repair and maintenance spend and lower invoice amounts.

Imagine if you not only had full visibility into your work order backlog, but your teams' workload, spend fluctuations, and real-time feedback of the condition of your assets. This would increase accountability, encourage collaboration across teams and locations, and improve communication with top decision-makers. And instead of getting bogged down in day-to-day system failures, you could adopt a more proactive and preventative approach to maintenance.

The [Deloitte Analytics Institute](#) reported that using advanced analytics to perform preventative maintenance and proactively address asset issues increased productivity by 25% on average. It also led to additional benefits:



70% reduction in breakdowns



10 to 20% increase in equipment uptime



25% decrease in maintenance spend

All in all, performance data allows your business to make more proactive, data-driven decisions about resource allocation that could lead to significant operational improvements overall. And there are technology solutions that will help unlock access to these relevant insights.

Compare and Contrast Providers

Use ServiceChannel's [Provider Upgrade Calculator](#) to evaluate the difference in quality, speed, and costs between the bottom 25% and the top 25% service providers for selected regions and trades.

Save Time and Scale

Invest In Facilities Management Technology

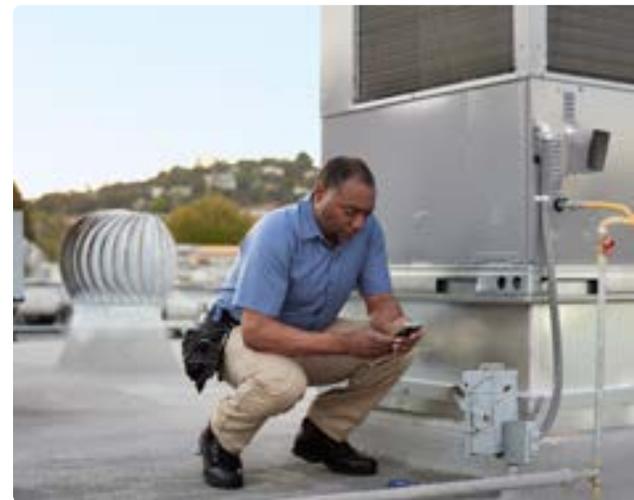
Key Takeaways

- A facilities management platform alleviates challenges by automating day-to-day manual tasks.
- The right technology solution gives your teams a central source of truth.
- When you have a holistic view of your assets, providers, and locations, it is easier to check if your facilities are upholding the customer experience.

A facilities management platform can be a strategic investment that helps you gain efficiency by getting every team across your locations on the same page. It allows you to get work done at scale:

- **Work order automation** helps avoid unnecessary and/or duplicate work orders, immediately dispatches emergencies to the top-ranked provider, and applies maintenance schedules to new locations for consistency.
- **Increased visibility across assets** shifts your facilities from reactive to preventive maintenance, so you can stop warranty leakage, automatically apply maintenance schedules to new locations, and ensure your teams are operating at peak performance.
- **Build and expand provider networks** in new territories with expanded selection and verified feedback on performance and invoice costs.
- **Track key metrics** to gain actionable insights into asset, provider, and location performance.
- **Identify budget trends** to reduce repair and maintenance spend, lower invoice amounts, optimize your budget, and help your facilities management teams become strategic partners who drive business.

When all the work being done is tracked across locations in one platform, you always have an easy, fast way to check if your facilities are performing for your customers and delivering an experience that will elevate your brand.



Are You Hiring Cost-Effective Service Providers?

Watch ServiceChannel's team of experts discuss how you can measure provider costs, and then use this data as an opportunity to optimize your facilities budget and decrease spend.

Get Back Your Peace of Mind

Work with a Facilities Management Partner

Key Takeaways

- Working with a facilities management partner allows you to focus on your customers.
- They can step in when you are understaffed to help balance the workload.
- They can source the most qualified providers for you, but you still own your provider network.

A facilities management partner is a third-party service that helps businesses manage multiple aspects of their facilities program. This type of partnership manages the day-to-day repair and maintenance operations to minimize your overhead costs, allowing you to keep a smaller team and focus on growth.

A facilities management partner could:



Track and manage work orders while keeping unnecessary costs down



Source, expand, onboard, and manage a **network of providers**



Communicate with and coach providers to continually improve their performance



Manage invoicing and payments



Analyze performance and deliver reporting insights

By ensuring that you work with the best providers across trades and regions, a facilities management partner ultimately provides you with peace of mind. They allow you to grow the business and focus on high-level operational strategy without overarching concerns about resource allocations or unexpected spend.



Expand Your Presence, Adapt as Needed, and Keep Prioritizing Your Customers

As you expand your footprint, you also need to accelerate your digital transformation. You want to have the necessary budget and resources to keep growing without taking time away from your most important asset — your customers. If you are too busy chasing down providers and following up on the status of work orders to prioritize customer experience, then you end up sacrificing both your profitability and the health of your brand.

Finding the right facilities management platform and partnership provides:

The agility to adapt to changing needs and scale quickly

Better relationships with local providers and stronger ties to the community

Improved performance of business-critical assets

More financial transparency for stakeholders and top decision-makers



Remember, efficiently running your facilities programs while you balance growth and customer experience should be a given — not a pipe dream.



“We are able to better serve our customers because we can repair our assets as soon as possible. This also helps us reduce wait times and ultimately avoid losing revenue.”

Jeffrey Crabtree
Director of Facilities

Achieve Operational Excellence While You Boost Your Growth

If you have the right resources, data, and support, then your facilities programs can become a true asset, enhancing each customer experience and uplifting your brand.

When partnering with ServiceChannel, our customers see the following results:



30%+
decrease in invoice costs

[Learn more →](#)



Up to 51%
increase in first-time work order
completion rates

[Learn more →](#)



44%
reduction in work order
resolution time

[Learn more →](#)



Improved resolution time by
6 days

[Learn more →](#)



With ServiceChannel, you get quality service from the market's top-performing providers across all trades. Our expert team takes care of your day-to-day work order operations and builds your ideal provider network for every location. Get in touch to learn how ServiceChannel can help you achieve peak facilities performance.

→ Request Demo

