



How Big Ass Fans partnered with Dispatch to **streamline their B2B service operations** and **implement a powerful field service toolset** across its entire contractor network



Dispatch enabled BAF to **cut operational time and cost** throughout every step of its service experience and **gain 100% contractor adoption** in less than three months

## The Opportunity:

Big Ass Fans (BAF) - the leading provider of fans, evaporative coolers, and controls for industrial, agricultural, commercial and residential use - was in a state of rapid growth. As the premium offering in the space, BAF had a high bar for product and service quality, and wanted to enable their independent contractors to easily extend that quality to their end customers.

"If we want to grow, we need to have a more sophisticated way for our subcontractors to work and communicate with us. **Looking at our growth model** for the next 5 years, we are realizing **we have to learn how to automate and how to be more efficient.**"

- Brian Sprinkle, Senior Service Manager

BAF started searching for a partner who could deliver:

- A more **consistent and automated operational process**
- **Visibility into its contractor performance** and critical service intelligence data
- **Better communication** between corporate, the contractor network, and the end customers
- A job-based pricing model that eliminated wasted cost
- A **consistent and modern experience** for their end customers
- A **mature onboarding and training** process and fast time to value

**"Every single person in my department had a completely different process.** It worked but it was too manual."

- Aimee Burlile, Manager of Product Management

## A Meaningful Impact on Critical Metrics:

**- 40%** Reduced **Job Cycle Time**

**- 20%** Reduced **Time to Schedule**

**+ 20%** Increased **Survey Response Rate**

**100%** **Contractor Network Adoption**

By implementing Dispatch



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## The Dispatch Solution:

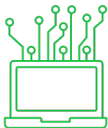
### Fast Implementation



Dispatch is designed to provide a fast time to value, with as little impact to the customer as possible.

“The Dispatch team handled so much of the integration and was so responsive and easy to work with. **The burden on our own team was negligible.**”

### Seamless Integrations



Dispatch has a robust two-way integration with BAFs system of record - Salesforce - as well as many other software platforms.

“When we mentioned working with Dispatch, I remember our Salesforce guy saying ‘I’m all for this one, they got it.’ So **everything that happens in Dispatch happens in Salesforce**”.

### Comprehensive Training



Every Dispatch customer gains access to our comprehensive Engage onboarding and training program, designed to educate both enterprise users and contractors.

“All we needed **was 30 minutes of our contractor's time to get them up and running.** The Dispatch training program was super instrumental to getting us to where we are now”.

### Network-wide Adoption



The Dispatch platform allows enterprise brands to subsidize or completely cover the cost of our Work field service management software, enabled by a per-job pricing model.

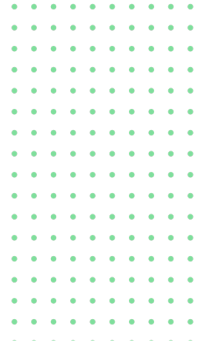
Every BAF contractor immediately gained access to the Dispatch Field Service Management product, and BAF only pays when a job is completed - not for each license.

“Our contractors understand **we've made a significant investment in them** by working with Dispatch - we enrolled them in this platform at no cost to them - and they're grateful for that.”

“With the other solutions we were looking at, you pay per license, which made it really difficult to grow,”



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## The Results:

With Dispatch implemented and adopted across BAF corporate and its contractor network, the new operational improvements and modernized customer experience began driving tangible results:

**- 40%**

Reduced **Job Cycle Time**

**- 20%**

Reduced **Time to Schedule**

**+ 20%**

Increased **Survey Response Rate**

**100%**

**Contractor Network Adoption**

## Operational Excellence

- ✓ **Complete visibility into job status** across the entire network without manual communication
- ✓ **Job scheduling capabilities for contractors** without relying on corporate
- ✓ **Comprehensive job details and notes** from Salesforce attached to all job offers
- ✓ **Standardized job data collection** reflected in Salesforce
- ✓ Optimized billing and invoicing with contractors

## Modern Customer Experience

- ✓ **Automatic appointment notifications** to all customers
- ✓ **Automatic request for feedback** after every job

"I used to go through and manually change job statuses - **now it's automated as it should be.**"

"Now we can let up some of that control and **allow more communication to happen naturally between the customer and the installer** without us having to be involved at every step. It just lets us move quicker."

"The technicians have all the job information when they show up on site. **We don't have to worry** about the dispatcher having the right information. **It's all right there.**"

"We've been getting **really high scores and good responses** from customers, which has been more reassuring. It's not like we thought we weren't doing well, but now we know we're doing well."