



STREAMLINING OPERATIONS: A CUSTOM CRM SOLUTION SUCCESS STORY



BACKGROUND

Heroes Team has become a top lake dock builder in Canada, specializing in builds, installations, removals, and maintenance for lakeside properties. The company also offers property maintenance, construction, design and drafting services, plus residential and commercial lighting solutions.

THE CHALLENGE

Despite their success, employees had to switch between Google Maps for route planning, Google Contacts for lead management, Google Calendar for job scheduling, and Google Drive for contract administration and image management, because the company's workflow was dispersed over several Google platforms. This fragmented strategy led to routing between job locations, which raised fuel expenses and decreased daily output. These inefficiencies were having a direct impact on customer service and profitability.

Therefore, Heroes Team needed an integrated solution that combined optimized mapping with all Google services in one unified platform, maintaining the familiar Google UI/UX (User Interface/ User Experience) their team already knew.





HOW FOSPERTISE MADE IT HAPPEN

The full web application was created just for Heroes Team's dock installation process.

- ✓ **Using API connections**, all current Google services were integrated, maintaining recognizable interfaces while introducing robust functionality.
- ✓ Developed a custom multiple **route setup option** based on job site locations.

Provided thorough **training and assistance**

- ✓ to guarantee the team's seamless adoption.

Finished the entire project, from the first


- ✓ consultation to the last deployment, within **three months**.


There has been a noticeable difference. We no longer have to spend half of our morning locating documents and planning routes; instead, everything is streamlined and in order before we leave the office. We're finishing 30% more work every week, our staff are happier, and our clients receive better service.

- Aaron: Heros Team Co-owner

Need a unique solution for your company? Let's discuss how we may help you streamline your business as well.

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THE SOLUTION

Over three months, Fospertise built a single cloud-based CRM for Heroes Team that integrated everything while maintaining their familiar Google interface:

- ✓ **Custom Route Planning** – Possibility to set up and edit on map the most efficient paths between multiple job sites, cutting travel time and fuel costs
- ✓ **Integrated Contact Management** – All lead and client information in one place, synced with their existing Google Contacts
- ✓ **Unified Job Scheduling** – Calendar management that connects directly to Google Calendar eliminates the need to jump between apps
- ✓ **Centralized Photo Sharing** – Employees can submit site photos and view completion updates, all linked to Google Photos
- ✓ **Document Hub** – Contract signing and file sharing through secure links, integrated with Google Drive for familiar document management



RETURN OF INVESTMENT

- ✓ **40% less administrative work** because everything is centralized on one platform.
- ✓ **35% less time spent traveling** between installations each day, allowing for more jobs each day.
- ✓ **25% higher client satisfaction** due to improved communication and project transparency.
- ✓ An yearly **savings of \$45,000** due to lower fuel expenses and increased efficiency

