

Case Study: Residential Services

Cropp-Metcalf HVAC

Situation

Cropp-Metcalf was established in 1979. The company's mission has always been to provide the ultimate in total comfort systems for homes and businesses. Superior quality and service has fueled constant growth, making Cropp-Metcalf one of the largest heating, air conditioning, and plumbing contractors in the Washington Metropolitan area. Cropp-Metcalf has over 200 employees, including certified, factory-trained sales, field technician and management personnel. The company has a fleet of more than 170 radio-dispatched trucks that provide its customers with timely, professional service. The company was looking for a way to improve the payment process in the field and sought a solution that would be easy to use, save money, and enable field technicians to devote more time to making sales calls and providing customer service.

Problem

Collecting payments in the field for Cropp-Metcalf had become a time consuming process. Field technicians had to phone in credit card numbers after each service call, which took from five to ten minutes. There were risks of transposed numbers, bad card numbers, and higher rates for "card not present" transactions. Recovering money from these transactions was time consuming and difficult, distracting Cropp-Metcalf's back office staff from other more important accounting activities.

Since residential service tickets can amount to hundreds or thousands of dollars, many customers prefer to pay for these types of services by credit card. For Cropp-Metcalf, costs of recovering bad payments were growing as accounting personnel either wrote off bad card numbers or tried to convince customers to pay. Too much time was being spent calling in credit card numbers. Finally, storing paper credit card receipts in the service truck for hours or days before returning to the office left the company exposed to identity theft and fraud.

Solution

Cropp-Metcalf is deploying the Mobilescape[®] 3000 to its fleet of trucks, enabling their technicians to improve customer satisfaction, back office and field processes, as well as the bottom line. Designed and manufactured in the U.S., Mobilescape is providing Cropp-Metcalf with a complete wireless credit card payment processing solution that includes hardware, software, integration services, wireless service, support and maintenance.

Results

Cropp-Metcalf has seen a considerable amount of cost savings in both the field and back office since the deployment of the Mobilescape 3000. With the Mobilescape solution, credit cards are swiped right at the customer's residence, enabling lower "card-present" processing fees. Freed from managing credit card receipts, Cropp-Metcalf's technicians are now focusing on serving the customer, and in many cases, adding an additional revenue generating service call to their daily route.

Technicians who swipe the customer's card no longer need to worry about calling in the credit card, or about transposing numbers. Bad cards are identified on the spot, and technicians can immediately ask for an alternate type of payment. And, customers appreciate that their credit card never leaves their sight during the transaction, reducing the potential of identity theft and fraud.

For more information, please contact Mobilescape by BankServ at 1-866-255-5500 or at sales@commerciant.com.



“When we switched to Mobilescape from our previous wireless payment solution, we saw an immediate and substantial return on our investment. We're now saving significant money in credit card processing fees, and our technicians are now focused on making service calls instead of managing credit card receipts.”

Robert Greenblatt, Finance Manager
Cropp-Metcalf