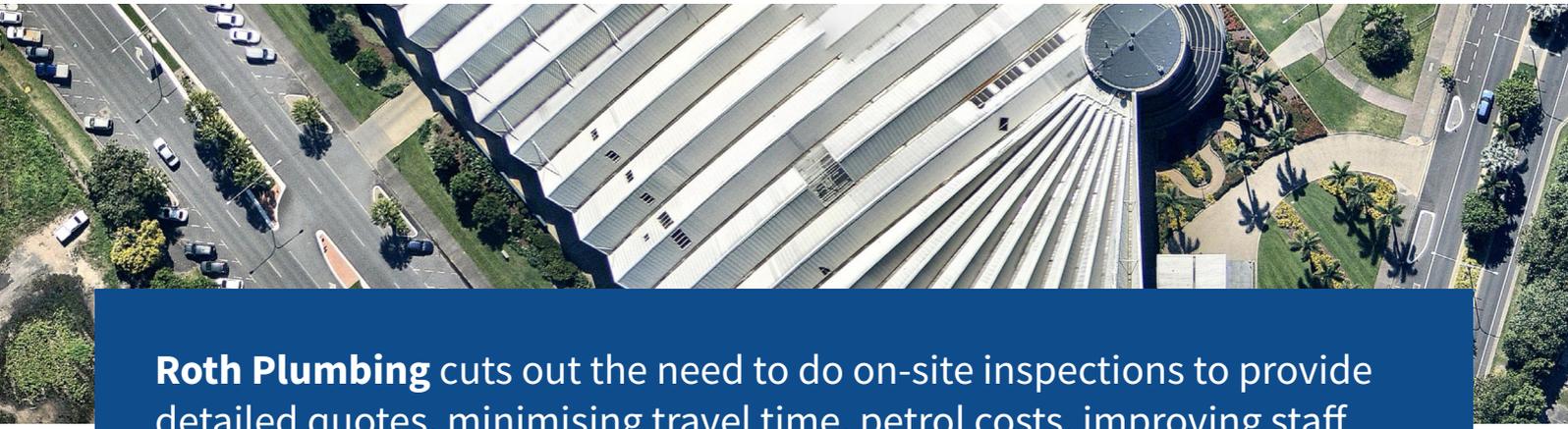


## case study

ROTH PLUMBING



**Roth Plumbing** cuts out the need to do on-site inspections to provide detailed quotes, minimising travel time, petrol costs, improving staff safety, and increasing business efficiency and accuracy

### Introduction

Established in 1998, Roth Plumbing specialises in plumbing and roofing for residential, commercial and industrial properties in Central Queensland.

The team at Roth Plumbing are skilled to perform all levels of plumbing and roofing work, from leaking taps and civil projects to the smallest roof leak repair and commercial, industrial and mine site roofing and cladding installations.

Roth Plumbing has completed projects for construction, engineering, building solution, resources, and mining companies including Hutchinson Builders, IDEC, John Holland, BHP Billiton, Bluescope Steel, Pantex Pty Ltd and many more.

Before starting work on a property, the estimation team at Roth Plumbing would deliver a detailed report and quote for each potential client. To provide accurate assessments, Roth Plumbing would need to send at least two staff members to a property, located anywhere between a five minute to two hour drive from the office. Workers would be required to climb ladders to assess, take photos and measure each job. The process to provide one quote could take the team anywhere up to two hours in travel time and two hours to inspect and measure on-site.

When Cyclone Marcia, a category 5 severe tropical cyclone, reached Central Queensland on 20 February 2015, it caused devastating residential and commercial damage across Shoalwater Bay, Yeppoon and Rockhampton.

As one of the local plumbing and roofing companies, Roth Plumbing began to receive a huge influx of job requests for land and road clearing for local councils. Workers were highly sought after to rebuild roofs and gutters for residential and commercial properties, and clear trees and fences across affected areas in Central Queensland.

Roth Plumbing knew that it didn't have hours to waste driving around to affected areas, climbing on ladders of damaged properties and doing measurements to provide quotes to distressed customers. The company needed to find a better way to keep job continuity and business efficiencies at a high level to ensure client satisfaction during this extremely busy period.

Roth Plumbing began using **nearmap** to gain a highly detailed bird's eye view at all times, to measure properties, decide what resources were needed to do the job and quote accurately, before actually getting to the site. **nearmap** enabled Roth Plumbing to respond to clients in under thirty minutes, all from a desktop or mobile device. By freeing up staff from travel and on-site inspections, **nearmap** increased Roth Plumbing's capacity to respond to the influx of support enquiries, and take on more jobs than ever before.





### cuts out the need to visit a site to offer a quote

Roth Plumbing, a team of seven on-site workers and three business managers, needed two on-site workers visiting a property at any given time to collect the appropriate information for a detailed job quote.

“From a workplace and safety point of view we would send two staff members out to a property which could be up to a two hour drive away. The pair would lug safety equipment, harnesses, ladders, climb up on roofs and spend approximately two hours, depending on the size of the roof, taking measurements and photos. The estimation team would then collect all the information, work out the logistics of the job and send it off to the client with full pricing,” said Shane Yore, Operations Manager at Roth Plumbing.

Quoting jobs, by sending two staff members to the location, climb ladders, take measurements and personally inspect properties, was incredibly time consuming and expensive. Roth Plumbing was only able to complete a maximum of three inspections and quotes per day.

“With two workers out at any given time, we only had adequate resources to quote about two to three inspections per day. The logistics of physically inspecting every site meant we had huge costs to wear,” commented Yore.

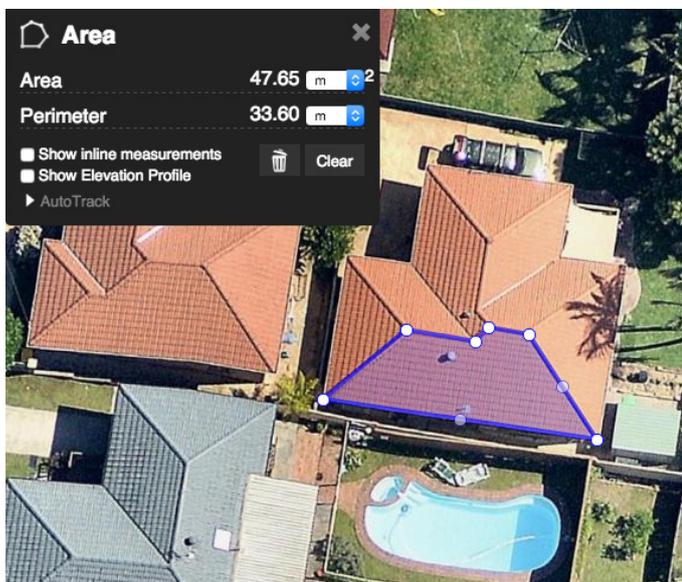
Roth Plumbing prides itself on offering a comprehensive consultancy and reporting service to take the guesswork out of what needs to be done. When the company discovered **nearmap**, it realised it could offer the same detailed and accurate quoting, without the logistical nightmares.

“We began using **nearmap** in February of 2015, just after Cyclone Marcia hit our local towns. We had an unprecedented influx of job enquiries and the old way of doing things wasn’t nearly as efficient as we needed it to be” said Yore. “With **nearmap**’s high resolution and up to date aerial imagery, and the built in measurement tool, we could produce full reports, all from our desks, within minutes! That is gold for us.”

### frees up staff to do more work

With only seven full-time on-site staff members, and two people out completing quote inspections for potential leads, more than a quarter of Roth Plumbing’s workforce wasn’t available to do work that was bringing in money.

“Having staff members out for most of the day trying to secure potential leads was a huge cost to the business. It meant a quarter of our workforce was not focussed on bringing in revenue. It slowed the business down and restricted us from taking on as many jobs as we would have liked,” said Yore.



“ With **nearmap**’s high resolution and up to date aerial imagery, and the built in measurement tool, we could produce full reports, all from our desks, within minutes! That is gold for us.

Shane Yore, Operations Manager at Roth Plumbing



“ At the time (right after Cyclone Marcia), **nearmap** had already snapped current imagery to show the extent of the damage. All we needed to do was zoom into any given property, measure it and let the customer know what the project and cost would look like.

Shane Yore, Operations Manager at Roth Plumbing

“**nearmap** provided a complete solution for quick, detailed quoting. **nearmap PhotoMaps™** are updated regularly and captured at the extremely high resolution of 7cm per pixel - approximately five times clearer than satellite imagery. The team could sign into **nearmap** from any device, zoom into the property, assess the damage, measure roofs and see what work needed to be done.

**nearmap** alleviates the need to perform on site-visits to provide customer quotes. Being able to access up-to-date high resolution aerial images on **nearmap** from anywhere has reduced what used to take up to four hours to taking less than thirty minutes, drastically boosting Roth Plumbing’s productivity.

“The time and money spent on physical site inspections were costs that we needed to wear, to get more customers over the line. With **nearmap**, we completely removed that part of the quoting process. Freeing up all our staff to complete pre-qualified jobs and increase our revenue without the need to hire more employees,” said Yore.

### an asset during natural disaster season

Cyclone Marcia reached Central Queensland’s mainland, causing significant structural damage across Shoalwater Bay, Yeppoon and Rockhampton, blowing the roofs off many houses and tearing down structural walls. The catastrophic damage was estimated to be above \$750 million.

**nearmap** is constantly flying, capturing, and providing detailed, accurate, timely data for 85% of Australia’s population. It processes captured imagery and uploads it online in a matter of hours or days. It was the currency of **nearmap**’s imagery and data that provided Roth Plumbing with the confidence to rely on the platform for providing job quotes during Cyclone Marcia.

“Cyclone Marcia devastated our local towns, and we began receiving calls from so many customers with roof and property damage. At the time, **nearmap** had already snapped current imagery to show the extent of the damage. All we needed to do was zoom into any given property, measure it and let the customer know what the project and cost would look like,” said Yore.

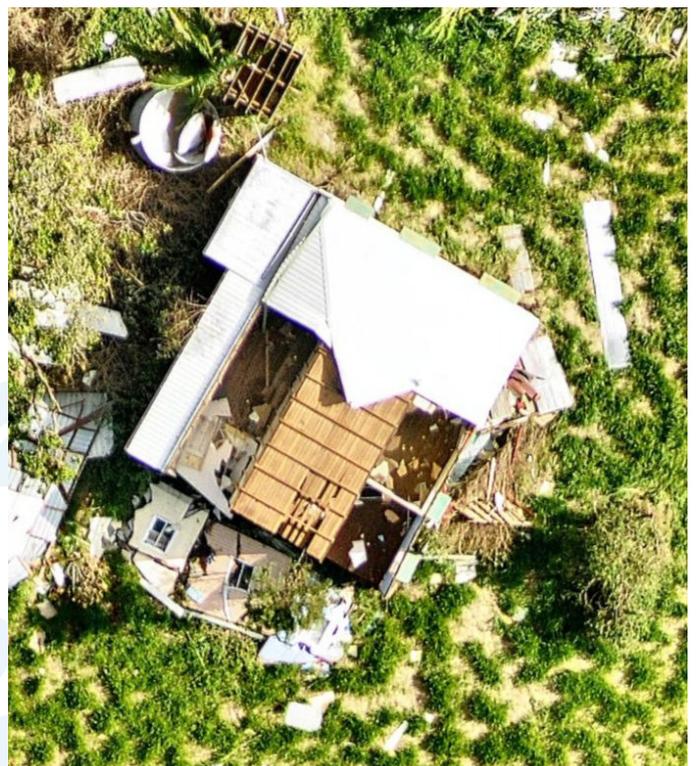
Roth Plumbing received job requests for roof repairs, plumbing, clearing land and roads from trees and fences. Using **nearmap**, the company was able to provide quotes faster than any competitor, manage staff and machinery needs for each job and ultimately take on more work.

“**nearmap** equipped us with the tools to be able to provide accurate quotes faster than the competition. In fact we were so fast customers weren’t even sourcing quotes from other businesses, because other providers weren’t getting back to them in time. It gave us massive advantage and huge bank of new clients,” added Yore.

### significantly improves the safety of staff

When quoting for jobs, inspections would require on-site staff members to climb ladders to take photos and measurements. Although Roth Plumbing used appropriate safety gear, during Cyclone Marcia, inspections became significantly more dangerous. Using **nearmap** reduced the need to put employees at added risk.

“While **nearmap** is a great asset for business growth, our on-site staff are also big advocates. **nearmap** drastically cut down the number of on-site inspections, improving the safety conditions for our workers. You can’t put a price on just how significant this is - providing our staff with the safest working conditions possible is of the greatest importance,” concluded Yore.





## case study

ROTH PLUMBING



### at a glance

#### CHALLENGES

- Enable the estimation team to accurately and efficiently provide detailed reports for client repair and installation projects.
- Ensure the estimation team can allocate appropriate resources, including staff, equipment and vehicles to specific jobs.
- Speed up the quoting process to free up staff schedules and secure and complete more work.
- Improve the safety of working conditions for employees.

### at a glance

#### SOLUTIONS

- The **nearmap** solution eliminated the need to make site-visits, which could take up to five hours, enabling the estimation team to retrieve information to quote jobs, from a desktop or mobile device in minutes.
- By saving staff from needing to travel to properties to quote for jobs, **nearmap** enabled Roth Plumbing to take on more jobs and save on travel and resource costs.
- **nearmap**'s high definition flyover images and measurement tool allowed the team to quote accurately, within 7cm per pixel.
- **nearmap** removed the need for staff members to climb on roofs, improving occupational safety, particularly in disaster situations.



#### next step

To learn more about how **nearmap** can help you drive better operational outcomes for your organisation contact us today!

1800 632 762

[nearmap.com](https://nearmap.com)