

HOW DEPLOYING DIGITAL PURCHASE ORDERS INCREASED CLOSE RATES BY NEARLY 40%



OVERVIEW

Industry: Chimney & Fire Prevention Services

HQ Location: Franklin, TN

Website: [Visit Here](#)

THE BACKGROUND

Tommy Nelms, owner and founder of Sweeps and Ladders, started out with the mission of providing his customers with top-of-the-line service and expert care. As he began to acquire new customers, Tommy realized that his business needed to run more smoothly.

THE PROBLEM

Tommy's CSIA-certified technicians **spent tens of hours every week creating paper records** for service inspections and purchase orders that would routinely be lost or delayed getting back to the office, costing the business time and money. Eventually, Tommy decided to look at digital solutions to replace his paperwork-heavy processes.

THE SOLUTION

Despite evaluating solutions such as GoFormz, mHelpDesk, and fillable PDF's, Tommy couldn't find a dynamic platform that was both easy to use and customizable to meet the needs of his growing business.

Then he found GoCanvas. Within a few short days of signing up, Tommy was already building out digital forms and dispatching tasks to his field technicians. He had finally found a platform that was quick to implement, easy to manage, and [contained all the advanced functionality](#) he needed for his service-based business.

**Tens of hours
creating paper
records**



**Routine loss
or delays in
paperwork**



Thus far, Tommy and his team have deployed a variety of digital forms, including:

- ✓ [Purchase orders](#)
- ✓ [Sales commission trackers](#)
- ✓ [Chimney condition reports](#)
- ✓ [Site inspections](#)
- ✓ [And more!](#)



THE OUTCOMES

Within its first year of deploying GoCanvas, Sweeps and Ladders has already seen the benefits of eliminating paperwork.

Previously, technicians weren't able to create onsite estimates when they visited with clients. Today, GoCanvas allows them to instantly generate customer quotes, review the quotes on their mobile devices, and email copies to customers before even leaving the driveway.

This new process led to improved client interactions and quicker sale cycles, which has accounted for a **40% increase in the company's overall close rate!**

Another major benefit of GoCanvas is service forms. Now, technicians can **digitally capture photos** whenever they perform jobs, which—in addition to all other information about the job—are auto-generated into a **professionally designed PDF** for both customer and office staff use.

Now, all Sweeps and Ladders records are automatically stored in a secure cloud database that can be conveniently searched by client name or date... and aren't buried somewhere in a technician's truck.

Since the company began using GoCanvas for collecting and storing records, it has enjoyed a **35% increase in productivity!**

Ready to Rethink How You Work? GoCanvas has helped a variety of businesses across multiple industries transform their jobsites and rethink their project management, ultimately saving them money. Why not do the same? [Reach out to one of our experts today](#) to kickstart your process revolution.

CONNECT WITH AN EXPERT >

35% less time
collecting data



40% close rate
increase



Over 500
hours saved

