

# CASE STUDY: SHORELINE POOLS



Shoreline Pools Achieves Service Excellence from Anywhere with Service Pro by MSI Data

## ABOUT:

### Shoreline Pools

Shoreline Pools is the largest pool construction and pool service company in the Northeast. With over 40 years of experience, Shoreline's number one priority is delivering exceptional customer service and craftsmanship to new and loyal customers.

### Service Pro by MSI Data

Service Pro is an industry-leading equipment-centric field service platform, designed to help users gain visibility and maximize profitability.



***“We wanted to move into the 21st century and go paperless... That was our number one priority: move away from paper”.***

**-Mark Condon**  
Accounting Manager

## CHALLENGES

Shoreline Pools needed a field service solution that could:

- Maintain their core service values in the digital age and support their large service team
- Help exceed their customer's expectations for prompt, efficient, and knowledgeable pool service and maintenance
- An app-based solution: mobile software that could run offline, and then sync the work when the technician was back in range
- Integrate with Vista by Viewpoint, their current ERP

## SOLUTIONS

Shoreline now uses Service Pro to completely eliminate paper in their field service processes at every step:

### Operate from Anywhere, Anytime

Service Pro Mobile's offline capabilities allow technicians to complete their work from anywhere. If there's no service in that area, the completed work will sync to Service Pro they're back in cell range.

### More accurate and efficient administrative work

“The admin's job has changed a lot. They've gone from entering information to checking over the work and verifying that it's correct. With MSI, the tech can enter his time, labor, notes, inspection forms, etc. through the Service Pro mobile app”, says Mark Condon.

### Accurate and efficient inventory management:

Shoreline uses the mobile app to eliminate extra steps in the inventory management process. “Now (the technician) is able to look up, find the part number, and select to add it to a work order”.

## RESULTS

Since implementing Service Pro, Shoreline Pools has seen huge improvements in the field. They're excited to be using the next wave of technology by tracking work orders through mobile and having everything organized under one neat spot.