



## MobiWork Improves Productivity and Customer Satisfaction

Mike Campbell, CEO of Dun-Rite Pools, has seen the pool industry transform throughout his 15 years of experience, and is well versed in the daily challenges of this service industry. Mike Campbell previously served clients in the northeast, and is now headquartered in West Palm Beach, Florida since 2014. Dun-Rite specializes in pool and spa cleaning services throughout the South Florida region. Dun-Rite serves both residential and commercial properties, servicing close to 200 pools per week. In a geographical pool hotspot, Dun-Rite aims to have a completely automated mobile system in place, and competitive edge in the field.

***“The MobiWork platform is crucial for our business operations. We can ensure optimum productivity and have reduced gas costs and time expenses by at least 30%.”***

***- Mike Campbell, CEO of Dun-Rite Pools***

### Industry:

Pool and Spa Services

### Regions:

North America

### Key facts:

- Over 15 years of experience in the pool industry
- Recently doubled its customer base without adding additional employees

### Headquarters:

West Palm Beach, FL

### Website:

Dun-Rite-Pools.com

## Key Challenges: Productivity is Key

The Dun-Rite office administration faced many challenges with the day-to-day operations of record keeping, scheduling, routing, and dispatching. After being in the pool industry for over 15 years, the owner, Mike Campbell, knew it was paramount to have the right tools to compete in the industry, and that productivity is key. As a result, Mike knew he needed a solid solution that could automate nearly every aspect of his business, and a solution that was feature rich, adaptable, and designed to streamline workflows. **After an exhaustive market research and analysis of every type of**

pool software, MobiWork was a clear choice, because it surpassed the specific features sought, was cost effective, and easy to use.

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## Results: Increased Productivity and Customer Relations

Dun-Rite was amazed how quickly they were up and running, as their entire business transformed 360 degrees. In the first week of introducing MobiWork, the office administration streamlined their daily routing, no longer had to print out paper schedules in Excel and had full visibility of their mobile pool techs during the day. As technician routes became more efficient, mileage was reduced, as well as costs of the wear and tear on service vehicles, and more importantly, technicians could spend less time on the road and more time at the client's site. **Mike Campbell recently stated, "I couldn't live or operate my pool company without MobiWork. My favorite features include the pool servicing photos, custom PDF reports, and the ability to record all of the chemical readings for each pool techs visit."**

Since starting MobiWork, Dun-Rite has seen an 50% increase in productivity and has doubled its customer base since 2014. After two years of implementing MobiWork, it was reported that Dun-Rite seasonal customers loved receiving real-time pool servicing photos, and were willing to pay more for the quality and assurance that their pool was indeed serviced. Dun-Rite's business has small margins, which heavily depends on daily routing, scheduling, and believes MobiWork has made all the difference with organizing their workflows. Workflows have been reduced from 3 hours per day of communication and scheduling to a total of 5 minutes. With streamlined admin organization and management, Dun-Rite is very excited that they can now focus on expanding their client base exponentially.