

HOW HOME BUILDER TRUE HOMES STREAMLINED INSPECTIONS AND INCREASED SALES BY \$1M

THE PROBLEM

True Homes, a North Carolina home builder, saw paper forms build up as they worked on four new homes per day. The main source of the pileup involved the inspection process at each construction site. The multi-page packets of paper that covered every section of the house could take hours to fill out at a time when the new homebuyer was eager for the entire process to be over. This led some homebuyers to become frustrated and dissatisfied, which eventually led to a decline in True Homes' customer referral rate.

On the back end, it was taking the staff in the office a minimum of 6 to 7 minutes to extract information for reporting purposes. And with over 45 project managers filling out 5 to 10 forms per day, this equated to an average of **450 hours per month spent on extracting data from paper forms.**

THE SOLUTION

True Homes reached out to GoCanvas to begin the process of streamlining its entire walk-through inspection process. The senior mobile consultants at GoCanvas began working with the field operations manager at True Homes to develop a 117-question mobile inspection that included built-in scoring. The new mobile inspections, used on a mixture of iOS and Android devices, were pushed out to project managers of all ages and tech knowledge. While many embraced the new way of doing things on mobile devices, a few were resistant to change after many years of using paper. But after a couple weeks of using the new system, they realized that the benefits far outweighed the initial learning curve.

TrueHomes

IT'S ALL ABOUT U

OVERVIEW

Industry: Construction,
Home Building

HQ Location: Monroe, NC

Website: [Visit Here](#)

450 HOURS

per month spent
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from paper forms



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At first, I was not happy about it. But then I saw that it changes how I work. **It makes my job easier, more efficient.**

– True Homes Project Manager

The new mobile inspections helped project managers identify issues and quickly communicate these concerns to the vendors in order to have them corrected immediately. With GoCanvas mobile forms, the inspections could easily be broken down by the different areas of the home, include embedded site photos, and be quickly completed without dragging the homeowner through a 2- to 3-hour process. This streamlined inspection process led to issues being resolved before homeowners even realized something was wrong, which ultimately resulted in much happier customers.



THE OUTCOMES

Since deploying GoCanvas to its project managers, True Homes has seen dramatic benefits to its business. Not only is the company collecting data faster, but staff members are also able to view real-time reports and dashboards via the database integration with Microsoft Power BI. GoCanvas's connection with Zapier made the process of getting automatically collected data pushed out to BI systems hassle free, with no need for experienced developers.

True Homes has also taken advantage of GoCanvas's extensive list of project management features, including the folder functionality that allows clients in the construction industry to easily sort and organize the various types of mobile inspection forms they have created. This makes extracting information by location or home section a breeze, significantly reducing the 7 minutes it used to take to extract information from each paper inspection form.

After going mobile with its inspection process, True Homes saw higher overall customer satisfaction, increased employee productivity, and improved data reporting. Ultimately, True Homes's transition from paper to mobile yielded a **\$1M+ increase in sales within the first 12 months after the company deployed GoCanvas.**

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

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Ultimately, this led to a **19% increase in referrals from customers in just 12 months.**

\$22,880



recovered in
annual paper costs

\$1,000,000+

return on
investment



19%



increase in customer
referral rate