



All Systems Go

A California-based HVAC company uses AT&T to help manage a far-flung workforce.

About Precise Air Systems

True entrepreneurs like Fred Khachekian relish the challenge of running a small business. It's a nearly nonstop undertaking that involves juggling multiple responsibilities while never losing sight of the core mission. In 1975, just seven years after earning his degree in mechanical engineering, Khachekian decided to become his own boss and launched Precise Air Systems, a Los Angeles company that services heating, ventilation and air conditioning (HVAC) systems.

From the outset, Khachekian's goal wasn't for Precise Air to be the largest or most profitable HVAC business in Southern California; he simply wanted it to be the best. "I always believed that if we could provide exceptional service and great quality at a reasonable price, good things would follow," he says. Khachekian's instincts were right. Today the company is a major presence in the Southern California HVAC market, employing more than 40 people who design, sell, service and install heating, ventilation and air conditioning and refrigeration systems for commercial and residential customers.

Situation

Thirty-five years after striking out on his own, Khachekian still enjoys the rigors of owning a small business, although as his company has grown and changed, so have the challenges. Because most of Precise Air's employees work in the field, simply keeping track of where the technicians are—coupled with routing them from job to job in the most efficient way possible—had become problematic. Additionally, Precise Air needed to find a system it could use to accurately analyze job costs and manage its workforce. Just when it seemed that an efficient system was out of reach, a business partner suggested Khachekian contact AT&T for more information on smartphone-based software that could help Precise Air manage its field representatives.

Solution

Shakeh Petrosian, Precise Air's controller, then invited AT&T to visit the Precise Air office and provide a detailed demonstration of Xora GPS TimeTrack from AT&T and its potential benefits. The representative explained that the solution would allow Precise Air's field technicians to use any compatible GPS-enabled device to enter the time they arrived at a job site and the time they left. That data would then be forwarded simultaneously to a computer at the company's headquarters and to the payroll service via the AT&T wireless network.

Precise Air Systems Facts

- **Business Needs**

Ability to facilitate accurate dispatching of field personnel and to easily track their time for job-costing and payroll purposes

- **Networking Solutions**

Xora GPS TimeTrack from AT&T, plus a complement of GPS-enabled devices for use by field personnel on the AT&T wireless network

- **Business Value**

More efficient dispatching of field technicians; more accurate and less time-consuming job costing and payroll processing

- **Industry Focus**

HVAC/construction

- **Size**

45 employees, including approximately 30 field technicians



At the same time, thanks to the GPS capability built into the smartphones, Precise Air's dispatcher can view a real-time map that shows the location of each technician. This feature allows the dispatcher to track which jobs are starting on time, which are running late and which have been completed. The dispatcher can also schedule and route technicians directly from her computer, as well as transmit pertinent job information—including GPS-powered directions—to the field workers' devices. "Xora GPS TimeTrack from AT&T gives us much more functionality and is better able to meet our needs than the system we previously used to track our employees' vehicles," Petrosian says. She was so impressed with the software's features that she immediately gave the go-ahead to have the system installed.

"The way we keep in contact with our customers and our employees is ever changing. With services provided by AT&T, we can stay connected virtually no matter where we are."

—Fred Khachekian, Owner, Precise Air Systems

Since it began using the Xora solution from AT&T, Precise Air has been able to ensure that its crews are routed to jobs using accurate directions. This helps eliminate unnecessary travel time and boosts the number of HVAC systems that can be serviced in a day. Dispatchers can provide

customers with more precise estimates of when a crew can be expected to arrive at a work site, helping the company reach Khachekian's aim of providing quality customer service to each client. With regard to employee accountability, managers can see that their employees are where they are supposed to be. And the cost of each job and of office personnel can be easily analyzed with less time spent on payroll procedures.

On the Go

In addition to the Xora solution from AT&T, Precise Air's management team relies on AT&T service for the handheld bar-code scanners that the company uses to keep track of its inventory. The scanners are equipped with AT&T-supplied SIM cards that transmit the collected data to the company's computer systems via the AT&T wireless network. And several of the company's managers have fitted their portable computers with AT&T LaptopConnect cards, allowing them to access the Internet from virtually any location.

Precise Air can point to many reasons for its growth and success during the past 35 years—quality products, highly trained technicians, Khachekian's enthusiasm for the business and unflagging commitment to customer service. Today the AT&T tools and services are helping Precise Air extend its impressive record of growth and success. "The way we keep in contact with our customers and our employees is ever changing," Khachekian marvels. "In the past, we had to be in the office to handle any problems or questions. Now, with services provided by AT&T, we can stay connected virtually no matter where we are."

For more information, contact your AT&T Representative or visit us at www.att.com/smallbusiness.

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