



APRIL 2018



**BILL MCEWEN**  
*Operations Manager*  
**M.A. Williams**

“With FieldEdge, the scheduling of maintenance agreements is a piece of cake. It’s much more organized and we don’t have customers falling through the cracks, which is big because, to me, that’s the core value of a business - recurring revenue and satisfied maintenance customers.”

### M.A. Williams Drain Cleaning & Plumbing

Based in Richmond, Virginia, M.A. Williams began as a plumbing company in 2000 and Bill McEwen was brought on as Operations Manager to modernize the business and expand to HVAC.



Bill successfully partnered with FieldEdge at a previous job which led him to choose FieldEdge again for M.A. Williams’ software

### How Has FieldEdge Helped?



**+410%**  
membership  
agreements



**25 Hours**  
saved per week  
in the office

#### Maintenance Agreements



- M.A. Williams went from **10 to 51 maintenance agreements** by using FieldEdge
- FieldEdge provided automated billing and scheduling of appointments, ensuring no maintenance customers fell through the cracks and no revenue was lost

#### QuickBooks Integration



- Real-time integration with QuickBooks eliminated manual and double entry of invoices, **saving their CSRs 5 hours per day**
- Customer history is easily accessible to technicians in the field so they no longer have to call into the office to get a picture of the record