



MAY 2018



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**Royal Oak  
Heating & Cooling**

[www.royaloakheating.com](http://www.royaloakheating.com)

“FieldEdge has given us the tools to understand just where our leads and profits are coming from. We can run multiple reports and track much more now that it is allowing us to see where we can make improvements!”

## Royal Oak Heating & Cooling

Royal Oak, Michigan

Founded in 1951, Royal Oak Heating & Cooling is a full service contractor specializing in the sales and service of residential and light commercial equipment including but not limited to gas forced air furnaces, air conditioning including ductless systems, steam and hot water boilers, water heaters, humidifiers, air cleaners, and whole house generators.

### How Has FieldEdge Helped?



**200+**  
membership  
agreements



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

#### Maintenance Agreements

- Royal Oak Heating & Cooling was able to **retain the majority of their agreement customers** with paperless agreement management



- Automated appointment reminders **freed up time** that office staff previously spent reaching out manually

#### QuickBooks Integration

- Royal Oak Heating & Cooling **saved 20 hours per week** with FieldEdge by **eliminating manual and double entry** of invoices and making customer history easily accessible to technicians in the field



#### Reporting on Marketing Metrics

- FieldEdge provided **insight into which marketing platforms were bringing in the most money** for them

