

**CLIENT:**



East End Group is a pioneer in the Snow and Ice Removal arena, while also offering services in Landscape Maintenance, Telecomm, and Parking Lot Maintenance.

**SOLUTIONS  
HIGHLIGHTED:**

- NOAA Integration
- Bulk Dispatch
- Field Mobile App
- AR/AP Automation

**100x  
INCREASE**

In Sites Serviced

**PROUD MEMBER**



## How **EAST END GROUP** was able to scale their multi-trade operation across the northeast while keeping service consistent.

### Client Overview

East End Group prides itself on its clients being able to take advantage of obtaining multiple services under one contract with a single point of contact, making it seamless for the client, without administrative headaches. They are headquartered in Yaphank, New York, and service locations from Southern New Jersey to Northern Connecticut.

### Exterior Services Challenges

East End Group originally faced numerous challenges. In addition to their grueling manual processes, the ever-increasing demand for service verification from their clients was beginning to become overwhelming. Their internal systems were simply not designed to manage their client's demands leading to overcommitted employees who spent their days completing manual tasks. The lack of organization resulted in operational data getting lost in the shuffle. Coupled with the lack of a dedicated client portal, their clients were beginning to grow increasingly frustrated with the lack of transparency.

#### Summary of Challenges:

- Manual processes
- Inefficient service verification
- Inefficient reporting
- Lack of transparency with their clients

### Client Objectives

East End Group's number one goal was to implement an end-to-end solution to streamline their internal operation, and also be able to share updates and service status with their clients in real-time. In short, they wanted to increase the efficiency of their day-to-day operations and enhance transparency for their clients.

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Number to Highlight

TPD  
**FPO**

AUTOMATE YOUR  
EXTERIOR SERVICES  
BUSINESS SUCCESS



## Solutions We Delivered

UtilizeCore's end-to-end automation solution helped East End Group achieve its goal of delivering increased operational efficiency while providing real-time updates. East End Group was able to streamline their workflow with UtilizeCore and automate day-to-day operations which in turn increased the efficiency of their team members, ultimately leading to their expansion into new territories and trades.

UtilizeCore's integration with the NOAA weather forecasting system empowered East End Group's team to provide quality and timely service at all 1000+ locations. The client portal enabled real-time transparency into the service that was being completed. The real-time client dashboards lead to decreased call volumes during major weather events, freeing up even more time for the operations team.

Overall East End Group has positively changed the way they operate their business by using UtilizeCore. The efficiencies gained through UtilizeCore have allowed for expansion opportunities otherwise not thought possible.

### Benefit Summary:

- Increase in productivity
- Automation
- Reminders and alerts
- Weather alerts
- Enhanced customer experience
- Transparency and monitoring
- Consistent SOPs

## About UtilizeCore

UtilizeCore brings over 60 years of experience creating software for commercial contractors and their clients. Our Service Automation platform helps teams deliver subcontracted services more efficiently, effectively, and profitably.