

ROI: 4105 %

Payback: 1.1 Years

Prontoforms

elevator company

Analyst

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The Bottom Line

Elevator Company was leveraging an archaic pen and paper system to manage its forms. Facing compliance, time wastage, and visibility hurdles, the company modernized its form creation, submission, and consolidation processes with ProntoForms. Offering a low-code platform with specializations for the field services industry, ProntoForms helped Elevator company deploy digital forms across its entire company. Today, Elevator Company submits nearly 2 million forms per year to streamline HR, regulatory compliance, health and safety, equipment assessment, and project management processes. Realizing front and back-office productivity gains, compliance and audit improvements, and greater organizational visibility, the company achieved a 4105 percent ROI and recovered its initial investment less than 1.1 years after deployment.

the company

Elevator Company is an American company that develops, manufactures, services, and markets elevators, escalators, and moving walkways. Operating across every global region with locations in nearly 60 countries, Elevator company employs 70,000 people, generates $13B in annual revenue, services 2M units per year, and moves over 2B people every day.

THE CHALLENGE

The company was previously using a combination of paper and Excel to manage the entirety of its forms and submissions process. Without a centralized system to track form progress and consolidate information, Elevator Company incurred substantial time wastage from process redundancies across virtually every department, from HR and field services to Health & Safety. Employees would take notes to transcribe later, field reps and managers would repeatedly travel back to job sites to collect missed information, and compliance audits and service projects were often delayed due to missing and incomplete forms.

The lack of technology caused friction in submitting digital assets such as videos and photos and made calculating KPIs virtually impossible. With ever-evolving Occupational Safety and Health Administration (OSHA) compliance requirements, the company encountered roadblocks with outdated form versions and the inability to validate submissions for requests for evidence (RFEs). Additionally, the lack of visibility and process standardization surrounding service projects delayed the company’s ability to financially close jobs, presenting a risk to cash flow.



THE STRATEGY

Elevator Company set off on a digital transformation initiative to modernize its form generation, submission, and consolidation processes. The company knew it had to build its digital forms through internal or outsourced developers or source a solution from a dedicated vendor. Assessing both sides of the ‘Buy vs. Build’ conversation, Elevator Company selected ProntoForms, a low-code platform provider specializing in field service form management.

The primary selection criteria as cited by Elevator Company include:

* Quick form development. Out-of-the-box templates and form specialists meant Elevator Company could offload the development process of forms to ProntoForms. Combining ProntoForm’s specialization in field services with its low-code tools meant creating forms for Employee Onboarding, New Equipment Assessment, Job Hazard Analysis, Health & Safety, and Field-Test Data reports would only take a matter of hours as opposed to days. Since ProntoForms offered a platform that natively consolidated submission data, form implementation times were reduced and did not require a professional developer to build integrations.
* Low total cost of ownership (TCO). In addition to the speed of form deployment to minimize development costs, ProntoForms is delivered via Software-as-a-Service (SaaS). As a cloud-native platform, ProntoForms could be deployed across the entire company at all global locations at a lower price point than implementing an on-premises system. With an end-to-end platform that managed form generation, submission, and data consolidation, Elevator Company could track individual forms and employee activity to avoid additional middleware and data management fees.

KEY BENEFIT AREAS

Elevator Company first deployed ProntoForms in its North America division, launching 70 electronic forms after a 3.5-month implementation. Since the initial deployment, Elevator Company has extended ProntoForms across all regions and departments for a total of 280 forms available to over 16,000 active users. Key benefit areas seen as a result of the ProntoForms deployment include:

* Increased field agent productivity. On the legacy pen and paper system, on-site field agents and contractors had several form submissions for OSHA and Environmental Health & Safety (EH&S) compliance, updating project progress, and closing jobs that they submitted in-person. This entailed extensive travel between remote sites and office locations, exacerbated by lengthy forms that caused field agents to miss critical information that they would then need to return for. By adopting ProntoForms, forms could be filled and submitted via tablets on-site, reducing travel time and saving Elevator Company on hourly employee costs. The digitization of forms shortened the Field-test Data Report, required to complete every service job, from 500 questions to 100 legally approved questions. By combining standardized forms with guided workflow functionality, the complexity of on-site reporting is significantly reduced. With nearly two million annual submissions, Elevator Company estimates ProntoForms saves field agents and administrators that process the data 30 minutes per form for over $8M in savings in 2021.
* Increased administrative productivity. Integration of the platform to Elevator Company IT ecosystem streamlined the data flows of submitted form data. The technician onboarding process was cut by 25 percent, reducing HR workload because employees could submit information directly into Elevator Company Human Capital Management (HCM) system. Consolidating reports is accelerated as employees no longer need to transcribe paper forms into the central system manually. The reduction in manual data entry reduced human error, thereby eliminating the number of revisions and back and forth between administrators and field agents by nearly 50 percent. Altogether regional administrators save 25 percent of total work hours that have since been redirected to analysis and aiding executive decision-making.
* Improved regulatory compliance. In addition to productivity boosts, form standardization and guided flows increased the quality of form submissions by reducing human error and missing information. Submitting video and photo proof is streamlined as digital assets are attached directly to electronic forms at the job site via mobile functionality to meet RFE requirements. Easy-to-use low-code tools enabled administrators to make quick changes to keep pace with regulatory changes. Adding new fields, questions, underlying logic, and data mappings can be done without hard-coding. During the Covid-19 pandemic, Elevator Company quickly spun up a covid health form for all employees to submit daily. By deploying the form, Elevator Company caught at least four confirmed Covid cases among its employees before entering the workplace, thereby avoiding potential health hazards, office closures, and sanitization costs.
* Improved organizational visibility. Previously, there was no centralized location where managers and executives could see a summary of all project progress to get a high-level understanding of the state of business. With the ProntoForms system, all data is in one place, and the company can now generate KPIs and monthly reports to track project, employee, and compliance targets. Additionally, the lag time between the state of jobs and reported progress was virtually eliminated, granting managers a real-time view to assess lagging and leading projects. The improved visibility facilitated regional managers to hold constructive conversations to direct resources more effectively and efficiently.

CUMULATIVE NET BENEFIT

KEY COST AREAS

Elevator Company leverages the ProntoForms low-code solution platform and ProntoForm’s form specialists to develop forms, incurring subscription and service costs. The largest cost area is the annual subscription fees. Additional cost areas include service fees paid to ProntoForms for form implementation specialists’ billed hours and ongoing administrative support.

Net Cash Flows



Lessons learned

The decision to leverage ProntoForms for form management was part of Elevator Company’s larger modernization initiative. The state of the field services market necessitated Elevator Company to adopt mobile functionality for communication and project management, and digital forms helped Elevator Company justify its mobile and tablet investments. In addition to mobile capabilities, ProntoForms enabled Elevator Company to pursue dynamic uses cases, such as the Covid-19 Health Tracking form. Elevator Company continuously deepens its ProntoForms investments to develop ad-hoc forms to support specific client demands for custom projects and compliance requirements for regional regulatory agencies. The reduced audit risks helped Elevator Company maintain its OSHA and safety ratings to retain and secure contracts with customers with stringent due diligence policies.

Nucleus attributes Elevator Company success with ProntoForms, in part, to its phased deployment. Otis determines high-priority items and develops forms in large batches once or twice per year. This approach allowed Elevator Company to prioritize departments and processes that benefit the most from form development while providing time for employees to give feedback and assess areas of improvement for previously deployed forms. On the one hand, Elevator Company identifies areas where forms are required, and on the other, continuously improves on existing forms, shortening lengths and building integrations. Leveraging ProntoForms’ form specialists and subject matter experts during these development sprints is another best practice. Elevator Company avoids overburdening its employees and minimizes development costs as the specialists are well-versed with the low-code tools and familiar with the field service industry. Each form requires, on average, 3-hours of billable time.

calculating the roi

Nucleus Research analyzed the costs of software, hardware, personnel, professional services, and user training over a three-year period to quantify Elevator Company’s total investment in ProntoForms technology.

Indirect benefits quantified include the time savings for field agents from streamlined form submissions as well as time savings for administrative and back-office employees from automated data consolidation and project tracking. The indirect benefit is multiplied by a correction factor to account for the inefficient transfer of time between time saved and additional time spent working.

Benefits not quantified include accelerated job closings, analytics to support decision-making, accelerated audit cycles, improved preventative maintenance, maintained OSHA, EH&S, and regional compliance, and morale improvements by reducing tedious and manual tasks.

Financial Analysis

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| --- | --- | --- | --- | --- |
| **Annual ROI: 4105%** |  |  |  |  |
| **Payback period: 1.1 years** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **BENEFITS** | **Pre-start** | **Year 1** | **Year 2** | **Year 3** |
| Direct | 0  | 0  | 0  | 0  |
| Indirect | 0  | 22,536  | 8,423,703  | 8,249,008  |
| **Total per period** | 0  | 22,536  | 8,423,703  | 8,249,008  |
|  |  |  |  |  |
|  |  |  |  |  |
| **COSTS - CAPITALIZED ASSETS** | **Pre-start** | **Year 1** | **Year 2** | **Year 3** |
| Software | 0  | 0  | 0  | 0  |
| Hardware | 0  | 0  | 0  | 0  |
| Project consulting and personnel | 0  | 0  | 0  | 0  |
| **Total per period** | 0  | 0  | 0  | 0  |
|  |  |  |  |  |
| **COSTS - DEPRECIATION** | **Pre-start** | **Year 1** | **Year 2** | **Year 3** |
| Software | 0  | 0  | 0  | 0  |
| Hardware | 0  | 0  | 0  | 0  |
| Project consulting and personnel | 0  | 0  | 0  | 0  |
| **Total per period** | 0  | 0  | 0  | 0  |
|  |  |  |  |  |
| **COSTS - EXPENSED** | **Pre-start** | **Year 1** | **Year 2** | **Year 3** |
| Software | 74,940  | 552,505  | 679,050  | 0  |
| Hardware | 0  | 0  | 0  | 0  |
| Consulting | 49,300  | 53,347  | 28,347  | 3,347  |
| Personnel | 0  | 0  | 0  | 0  |
| Training | 624  | 0  | 0  | 0  |
| Other | 0  | 0  | 0  | 0  |
| **Total per period** | 124,864  | 605,852  | 707,397  | 3,347  |
|  |  |  |  |  |
|  |  |  |  |  |
| **FINANCIAL ANALYSIS** | **Results** | **Year 1** | **Year 2** | **Year 3** |
| All government taxes | 45% |   |   |   |
| Cost of capital | 7.0% |  |  |  |
| Net cash flow before taxes | (124,864) | (583,316) | 7,716,307  | 8,245,662  |
| Net cash flow after taxes | (68,675) | (320,824) | 4,243,969  | 4,535,114  |
| **Annual ROI - direct and indirect benefits** | -467% | 2856% | **4105%** |
| Annual ROI - direct benefits only |  | -485% | -526% | -351% |
| Net Present Value (NPV) | (68,675) | (368,510) | 3,338,336  | 7,040,340  |
| **Payback period** |  |  |  | **1.1 years** |
| Average Annual Cost of Ownership | 124,864  | 730,716  | 719,056  | 480,486  |
| 3-Year IRR | 547% |   |   | 547% |
| All calculations are based on Nucleus Research’s independent analysis of the expected costs and benefits associated with the solution.  |  |