

Case Study:

North American Roofing



Gaining the Attention of Your Field Team

Technology in the workplace continues to expand the capabilities of businesses and their capacity to communicate more efficiently with their customers. And, while many might think these technologies are limited to Wall Street and Silicon Valley, even businesses like roofing companies are discovering how technology can benefit their communications and enhance their customers' experience.

North American Roofing, a pioneer in the commercial single-ply roofing industry since 1979, has been an early adopter of employing technology to provide better customer service. Family-owned and operated for three generations, North American Roofing has installed and serviced more than 1 billion square feet of roofing on over 20,000 facilities across the United States. Their position as one of the largest and most respected commercial and industrial roofing companies in the country is due to their focus on the value of communication and its effects on the customer experience.

Getting Attention Isn't Easy in the Field

Roof replacements, leak and minor roof repairs, and disaster response are tasks that take precedence in the life of North American Roofing. For staff spending a large amount

Key Takeaway

- ANCILE uAlign® helps validate communication receipt and comprehension from field staff – and reduces oversight and management effort by stakeholders.

of time on the roof each day it can be a challenge to stay informed with important company communications.

Field staff must always be aware of all critical communications, whether it's Occupational Safety and Health Administration (OSHA) training or standard operating procedures. Finding a way to deliver critical information and, more importantly, confirm and report on receipt and comprehension was the challenge faced by Mary Michael, Director of Training at North American Roofing.

"We have a remote staff, and a staff that is constantly on the move. It's challenging to get important information out in a timely manner – and ensure it's understood," said Mary.

Interesting Facts in Roofing

- North American Roofing drives sustainability through their Roof Waste Recycling Program. Fact: Construction waste accounts for 36% of all landfill waste.
- North American Roofing is in the business of snow removal and disaster response too. Fact: Snow that thaws and refreezes can weigh as much as 40–60 pounds per cubic foot.

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“We spend a lot of time and energy communicating. With uAlign, we have assurance, like a guarantee, that we get back in response to messages. It’s a huge time savings because when we send the message we know who has opened it, who has actually reviewed it, and their level of comprehension.” said Mary.

Saving Time and Effort, While Ensuring Accountability

If you’re sending out a critical communication, how do you know the recipient ‘got it’ and ‘knows it’? The need to get this validation – and ensure field staff were accountable for follow-up – were the drivers behind North American Roofing adopting ANCILE uAlign.

ANCILE uAlign allows organizations to rapidly communicate key information and confirm receipt and comprehension. Stakeholders create messages with text, links, audio, video, images, attachments, read receipts, and knowledge checks. End users get “just-in-time” communications that support moments of understanding to drive software proficiency. To monitor readiness, project leaders analyze responses for compliance and comprehension.

Giving uAlign an initial test run via a free trial was eye opening for North American Roofing. “We immediately noticed a low rate of response on critical messages and could clearly see what was happening with email communications in our company. We knew we had to do something different moving forward,” said Mary.

ANCILE uAlign allows North American Roofing to cut down on sending messages out over and over again to those team members who have received the message and taken action. And, for those who are lagging, it’s easy for North American Roofing to implement a more targeted follow-up.

The cloud solution and a simple interface make it easy for the right people to relay the right message. Department Directors create and distribute messages to their respective team members through department channels. For example, service techs are subscribed to a channel exclusively for sharing relevant technician updates.

“We want the most important messages to come from uAlign, and we want our team leadership to relay the message,” says Mary.

North American Roofing uses the assessment and reporting functionality in uAlign to ensure comprehension and to focus resources where needed for follow-up. “I’ve saved time by using uAlign to help us ensure accountability for standard operating procedure updates. I can quickly see the results of these messages versus looking back over email messages sent or doing repeated follow-ups,” said Mary.

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After subscribing to uAlign, progressing from accessing the uAlign cloud application to sending the first message out to the field was a quick process. Orientation to the application was swift and repeatable. North American Roofing created a short video to introduce staff to uAlign, and this video serves as a refresher and a way to onboard new team members.

Going forward, North American Roofing is looking to use uAlign to help orient new team members through a specific onboarding channel. “We subscribed to uAlign so we could communicate more effectively. I receive a lot of feedback about what an incredible tool it is,” said Mary.

“As our company continues to grow so does our utilization of uAlign. We are always discovering new ways to implement uAlign to enhance communication. It is a versatile tool that is revolutionizing how we communicate in our workplace - which just happens to be across the country.”