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Interview with Tim Cook, owner manager of Mr Washer



A reputation for on-time reliable service has helped Mr Washer become one of Sydney’s top suppliers of maintenance electricians and plumbers, servicing domestic and commercial enterprises.

An increasing volume of work in the supply of tradesmen to greater metropolitan Sydney has seen Tim Cook, owner-manager of Mr Washer, introduce a state-of-the-art Zeon Digital system, to better manage his business.

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When Tim started the enterprise – a maintenance and repair business supplying plumbers and electricians for both domestic and commercial purposes in metropolitan Sydney – business was a vastly different kettle of fish to that which exists today.

“It was a one person business. Today, twenty years later, it’s one of Sydney’s top companies in its specific area of expertise. We employ around 30 permanent employees along with dozens of various sub-contractors,” says Tim.

The expectation of customers of businesses such as Mr Washer, is that in the twenty-first century, they will have up-to-date communications to keep clients informed, as well as facilitating the movement of the tradespeople.

Tim explains that in this particular industry you have to be ahead of the game with technology, otherwise you can easily be an also-ran.

“If you’re going to ensure that customers are 100% happy then technology is sure to play a prominent role,” says Tim.

Since the Zeon Digital system’s inception in October 2007 it hasn’t missed a beat. There’s so much value in the GPS tracking system as far as Tim is concerned, because of the ability to know exactly where any of his workers are at any one time.

“It helps if we need to divert someone from one job to another, and additionally it assists with the accuracy of charging. It’s of great benefit for our accounting system as well as helping the customer in relation to ‘time on the job,’” he says.

#### Why Zeon Digital?

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In fact, prior to discovering Motorola's Zeon Digital system Tim was fairly adamant about abandoning two-way radios and just persevering with mobile phones, even though they had their downsides with reception problems.

"But now I appreciate that when you analyse the demands of a thriving service business in the twenty-first century, mobile phones just don't cut it.

"When I realised the Zeon Digital system encompassed what it did, not only two-way conversation but GPS tracking and data transfer, I was sold.

"It's really sharpened our processes. Especially the time management of tradesmen in the field and it's definitely saved a lot of time in efficiency. Efficient operations translates to tradesmen spending increased time in the field actually doing the job, rather than having to waste time due to inferior communications," says Tim.

Tim is extremely happy with the coverage that Zeon Digital provides in the greater Sydney metropolitan area and takes the security that the system provides for granted.

"It goes without saying that we wouldn't want other people listening in and to that extent, the system's security is second to none.

"Given the reliability of Zeon Digital, it allows us to focus on the business not the hardware.

"Zeon Digital's given us no grief. We've been very happy, with a business such as ours, which is always expanding and constantly employing new people, we have a system that has streamlined our processes," says Tim.