

# 10x faster operations tasks. 4x faster customer onboarding. 50% fewer customer cases.

How Argano helped United Site Services leverage Salesforce to crush every critical performance success metric

Client: United Site Services Inc.

Industry: Commercial sanitary rental services



## Challenges

- Aging legacy system and spreadsheet-based workflows
- Disconnect between field and office data
- Inaccurate billing information, slow processes
- Lengthy, frustrating customer onboarding



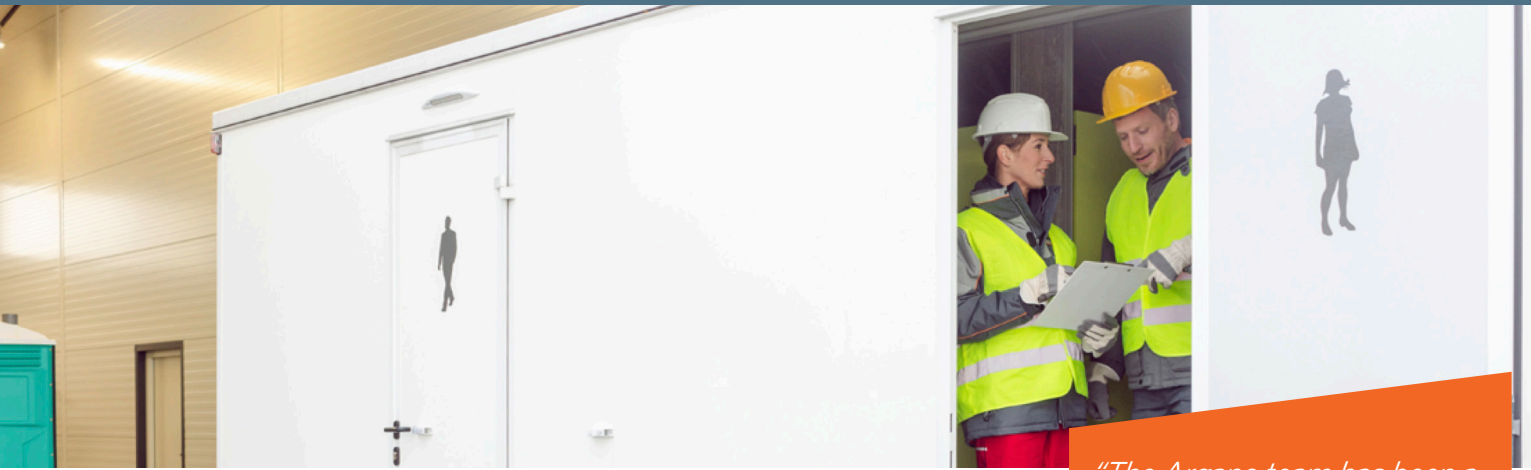
## Solutions

- Salesforce Cloud solutions for Sales, Service, Marketing, and Analytics
- Third-party integrations for pricing, tax compliance, IVR, deposit payment capture, billing and revenue



## Results

- 80% drop in errors for CPQ processes
- Geolocation of assets: visibility lift of more than 65%, improved service
- 1-week average customer onboarding time reduced to a ½-day
- 50-75% average decrease in customer resolutions handled by email



United Site Services Inc. (USS), the largest portable sanitation provider in the U.S., states its mission clearly: to provide a cleaner and more sanitary restroom experience for all. With 125+ locations across 26 states serving more than 115,000 customers, and a fleet of more than 200,000 rental units, it certainly has the customer base and capacity to fulfill that mission.

However, its back-end systems could not deliver. Sales and operations teams were not synchronized. Disparate systems were providing multiple sources of truth, instead of one. It lacked visibility into services provided by 2,000+ field technicians — and with more than 70,000 service needs met daily, including drop-offs, pickups, maintenance, gaining and maintaining visibility was critical.

While its operational systems and workflows were not at a standstill, they were not at peak performance levels either. The company needed a high-performance operations overhaul — from customer experience, field service, accounting, and analytics.

It needed a partner focused on

high-performance operations, one as adept in systems implementation as it was in business strategy and planning. USS went with Argano as the partner and Salesforce as the platform.

#### **A comprehensive clean-up**

USS leverages Salesforce as the “central hub” of coordination and communication across teams and people spanning customers, sales, customer service agents, field operations and service technicians. The company has a multi-cloud Salesforce footprint and third-party integrations to address deeper capabilities across various business areas, including:

- Proactive customer relationship management (CRM)
- Actionable customer insights
- Automated and optimized customer service
- Enhanced field service
- Improved configure, price, quote (CPQ)
- Optimized data capture, visualization, and analysis

Argano worked with USS to remediate, optimize, and align

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Ryan Golden  
VP of Information Technology  
United Site Services

its Salesforce technology stack, enabling the client to maximize the value of Salesforce for its expansive business. Additionally, and to ensure business continuity, USS required multiple integrations: Avalara, NetSuite, Stripe, and more. Argano would ensure all solutions were implemented and integrated properly. The result? Greater efficiency, deeper insights, improved operations.

Since Argano took ownership of USS’ multi-faceted digital transformation program, the company is reaping numerous benefits, including increased operational efficiency, improved customer experience, daily cost savings, and optimized cross-

functional collaboration.

### Staggering success at every touchpoint

With Argano overseeing USS' end-to-end system architecture, USS has hit every objective: increased operational efficiencies, improved customer service, cost savings, and seamless connection between its field service team and headquarters. Specific success metrics include:

- Decreased customer onboarding time from a one-week average to a ½ day
- 65%+ increase in unit location, improving field service efficacy in servicing and pickups
- Automated accounting tasks, including reduced required manual invoice reviews by 3x

- Accelerated operations tasks: 2-3x faster for commercial, 5-10x for noncommercial
- Improved customer issue tracking, reducing cases needing resolution by more than 50%
- Technology-driven savings yielding reduced fuel and inflation surcharges for customers

The client could not be happier with the result and with the team that helped deliver those results. Meradith Stretz, USS' Salesforce Manager, said, "I would recommend Argano to any company that wishes to build out Service Cloud functionality across their organization."

And USS' VP of Information

Technology, Ryan Golden, went a little deeper, stating, "The Argano team has been a trusted partner in transforming our mission-critical business support systems, working as an extension of our organization to help drive the success of the Salesforce program. Their deep domain knowledge has been critical in ensuring a seamless integration between our upstream Sales/CPQ processes and Field Operations."

From helping improve sales with a revitalized CPQ solution and process to reducing field service costs to optimizing the customer experience: Argano empowered USS with integrated solution to drive their high-performance business operations and building the path to sustained growth.



#### About Argano

Argano is the first of its kind: a digital consultancy totally immersed in high-performance operations. We steward enterprises through ever-evolving markets, empowering them with transformative strategies and technologies to exceed customer expectations, unlock commercial innovation, and drive growth. [www.argano.com](http://www.argano.com).