PAPA: January 2020

Digital Transformation & Innovation
What I will talk about

1. Our Innovation Strategy
2. Truck Logistic
3. Digital Tools
4. Customer Surveys
5. Digital Assistant
6. Social Media
Colas Inc.

- Vertically integrated road and infrastructure construction company
- 7 companies in the US
- Operation Worldwide
- IA, HRI, Midland in PA
OUR Innovation & Digital Transformation

Making our team’s life
- Safer
- Easier
- More efficient
- Better

Savings

New ventures and revenues
The Strategy

Divided into 4 segments:

- Global Innovations
- Local Innovations
- Digital Transformation
- Moonshots
Global Innovation
Moonshot
Local Innovation
More Accurate Weather Forecasts

For storm, rain shower, snow, ...

Data is higher resolution: 500M (vs 4km usually)

The models have a higher refresh rate: 5 mins (vs 1 hr usually)

Offer an alerting system: Lets me know 1h before it starts raining at this precise location
Weather Alert

**Condition:** Rain intensity will be 0.0118 in/hr

**Starting in:** 54 minutes on Thu, Sep 12 2019 at 11:36 UTC

**Location:** Barrett - Watertown

**Comment:** Get an umbrella!
But Innovation doesn’t always mean Cutting Edge Tech
#1 priority

- **User Experience** for adoption - Especially for field employees
- Making the life of the users easier, more efficient
- What’s in it for the users?
- Iteration is key
- Tech should be magic for the user, complex behind the curtain
- NOBODY likes change
Make it WORK
THEN
make it BETTER
An Iteration Example

Truck Logistic with Fleetwatcher
Our Initial Context and Strategy

Everyone thought we were doing great

Our Truck drivers were not tech savvy

We needed simple KPI

Despite the buzz on mobile apps and Uber for Trucking
  - We started with GPS unit in the truck
  - We used simple KPI to identify our bottleneck
  - We kept training and re-training our teams
Now

We are doing better (than great?)

The are transitioning to a full electronic invoicing process

We are starting to deploy the new FW app on drivers’ phone
Innovation doesn’t always need to be expensive
Internal Small Dev Team

At Colas, IT decided to be full Microsoft in the Cloud

When we create innovative solutions, we want to leverage this choice

We created an internal dev team that use Microsoft Office 365 suite
- To create digital forms
- To create BESPOKE apps and software
- To analyze the data we collect
- and more
Customer Surveys

4. Please rate us on the quality of our product *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>Excellent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Please rate us on the quality of our service *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>Excellent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Please rate us on the ease of doing business with us *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not easy</td>
<td>Very easy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Please rate us in comparison to our competitors *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse</td>
<td>Better</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. How is our Service? *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not good</td>
<td>Very good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. How likely are you to recommend Bransome? *

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not likely</td>
<td>Very likely</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Is there any comment you would like to share with us? (Optional)

Enter your answer
# Customer Surveys

## Search by Customer or Contact

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Jon Emmick</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Andy Coleman</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Andy Coleman</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Andy Coleman</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Brian Rauber</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>John Coleman</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Kyle Stricker</td>
</tr>
<tr>
<td>12/2/2019</td>
<td>SMS</td>
<td>Brian Rauber</td>
</tr>
</tbody>
</table>

## Search by Account Manager

<table>
<thead>
<tr>
<th>Manager</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Emmick</td>
<td>John Emmick is a very...</td>
</tr>
<tr>
<td>Andy Coleman</td>
<td>Andy is a great sale...</td>
</tr>
<tr>
<td>Andy Coleman</td>
<td>Andy is fantastic to ...</td>
</tr>
<tr>
<td>Brian Rauber</td>
<td>Are you actually sitti...</td>
</tr>
<tr>
<td>John Coleman</td>
<td>Been satisfied on bo...</td>
</tr>
<tr>
<td>Kyle Stricker</td>
<td>Dealing with Straw...</td>
</tr>
<tr>
<td>Brian Rauber</td>
<td>Easier to use applica...</td>
</tr>
</tbody>
</table>

## Total # of Participants

<table>
<thead>
<tr>
<th>Region</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAMI</td>
<td>140</td>
</tr>
<tr>
<td>SCI</td>
<td>42</td>
</tr>
<tr>
<td>TAM</td>
<td>2</td>
</tr>
</tbody>
</table>

## Responses by Rating

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00</td>
<td>177</td>
<td></td>
</tr>
<tr>
<td>9.00</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>8.00</td>
<td>164</td>
<td></td>
</tr>
<tr>
<td>7.00</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>
Customer Surveys

But why?

Very few questions but carefully crafted

Time to create: 1h

Cost: $0
WE NEED YOUR FEEDBACK!
Text Survey to 513-227-8779 or scan this QR Code with your phone. Thank you!
We want to make solutions that people like to use!
Dear seb, We are delighted that you chose Branscome as a partner! In order to continually deliver high quality products and experiences, we request your valuable input. Are you willing to take 1 min to answer only 2 questions? Please text back "Yes" to start the survey.

How was our Service today? Please text back a number between 0 (not good) and 10 (very good)

Thank you for answering our first question!

How likely are you to recommend Branscome? Please text back a number between 0 (not likely) and 10 (very likely)

Thank you for answering our survey! Have a terrific day!
Chatbot: a computer program designed to simulate conversation with human users

Digital Assistant: a computer program designed to assist a user by answering questions and performing basic task
What can I help you with?

“Siri I’m bleeding really bad can you call me an ambulance”

From now on, I’ll call you ‘An Ambulance’. OK?

Cancel  Yes
Vacation Chatbot

Welcome to Simon’s Vacation Info System
Please text back an employee # to know how many vacation hours that employee has left
For example type 12345678

Pete Mitchell has 8 vacation hour(s) left. This info has been updated as of week ending 6/1/2019
Feel free to text another employee #
But isn’t WhatsApp better?

SMS is definitely NOT Cutting Edge Tech, but
- its works with iPhone, Android and even Flip-phone
- no need to install an app, create or sign in with an account
- it is cheap
- No need of training

We are “modernizing with SMS” many paper processes while saving a significant amount of time and increasing efficiency
Social Media
Social Media

For building a brand and culture

To appeal to younger generation

To leverage the Targeting Machine
Reeves Construction Company

October 8

The Reeves team is as solid as Georgia asphalt. Apply now to become an Asphalt Roller Operator. Visit https://reevescareers.com/augustal to apply today.

Like Share

Call Now
See More

Pages Liked by This Page

AGC of America Education and... It Can Wait - NO Distracted Driving Colas Group

See More

Midland Asphalt Materials Inc.

Most Relevant

Reeves Construction Company

Create a Page

Location
Macon, Georgia
Home Improvement
Reeves Construction Company

English (US) · Español · Português (Brasil)
Targeting on Facebook

- Location: Living in United States, Hampton (+16 mi), Norfolk (+18 mi), Williamsburg (+14 mi) Virginia
- Age: 25 - 55
- Gender: Male
- Interests: Outdoors, Landscape, Hunting, Home improvement, Construction, Do it yourself (DIY), Farm, business owner, Realtree Outdoors
Summary

1. Our Strategy: User Experience and Iteration
2. Truck Logistic: Not always chasing the new shinny things
3. Digital Tools: A lot is possible with few and it is scalable
4. Customer Surveys: Keep it simple and ask for feedback
5. Digital Assistant: A simple yet efficient way to help our process
6. Social Media: 20% more candidates!
Other subjects for coffees

VR
Drones
QR Codes
Scheduling
...
...
Thank You!