



PAPA: January 2020

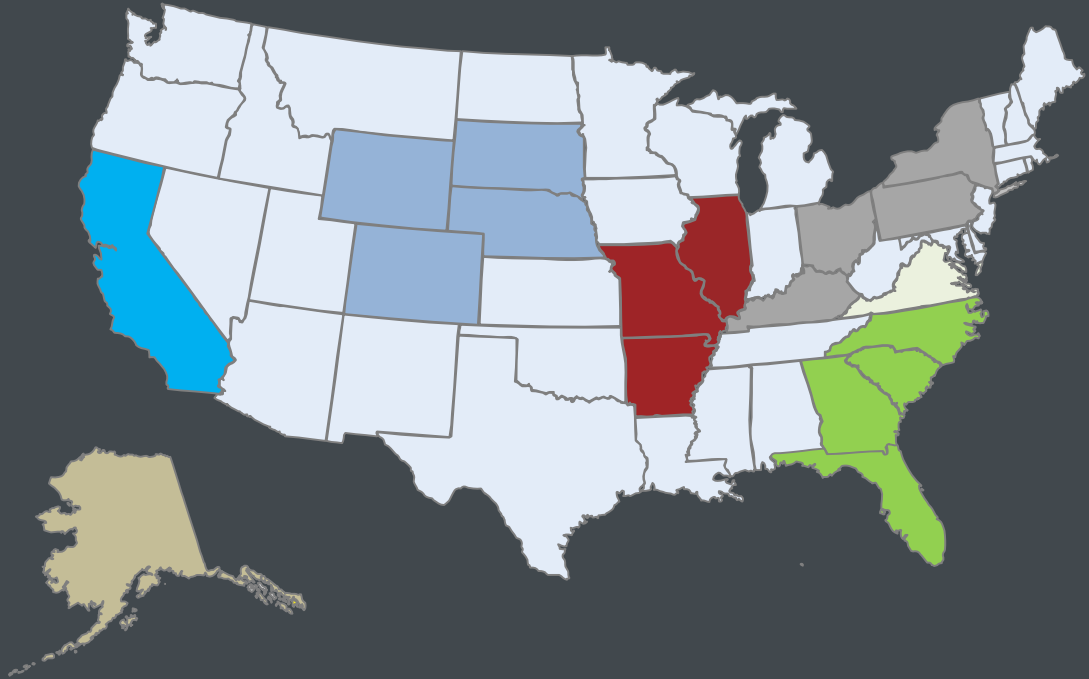
Digital Transformation & Innovation

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



Barrett - Watertown



SHORT-TERM LONG-TERM

Customize...

3:29 PM
now

Precipitation
0.27 in/hr

Temperature
78 °F

Humidity
78%

Wind Speed
8 mph

Wind Gust
17 mph

Wind Direction
SSW

Dew Point
70 °F

Pressure
1009 hPa



mapbox

Mapbox © OpenStreetMap Improve this map © DigitalGlobe



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 *

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Poor Excellent

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

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Poor Excellent

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

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not easy Very Easy

7. Please rate us in comparison to our competitors *

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Worse Better

4. How is our Service? *

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not good Very good

5. How likely are you to recommend Branscome? *

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

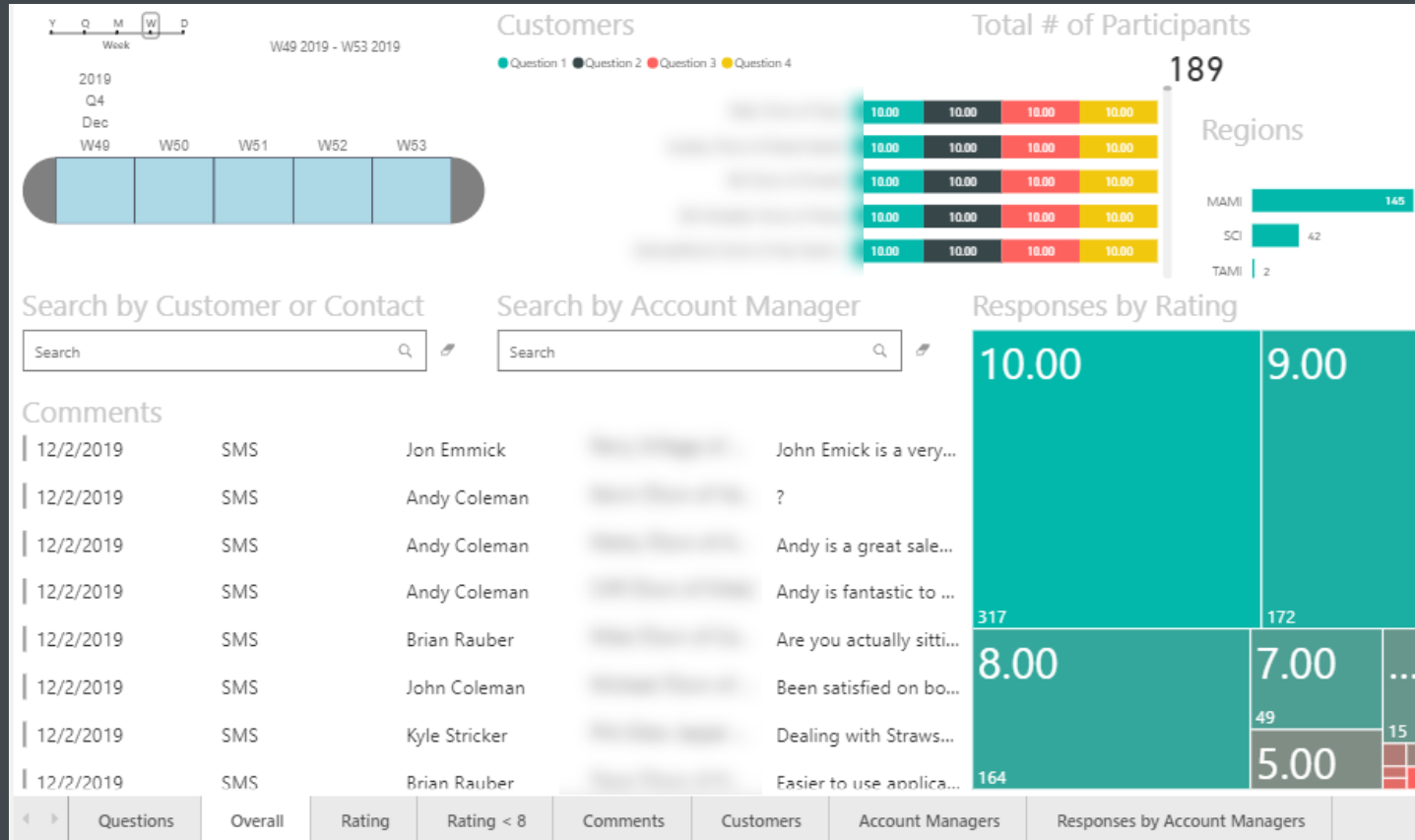
Not likely Very likely

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

Enter your answer

Submit

Customer Surveys



Customer Surveys

But why?

Ive been a superintendent for 18 yrs and unfortunately ive noticed that over the years we are not getting the same quality oil products as we did. I realize petroleum is being broke down and being used in more ways but we are having a hard time keeping the roads to hold together as long as they used to. Id be more than happy to speak in person to clarify my and other superintendents concerns Thanks

We appreciate every opportunity to bid to Branscome. The estimating department has been easy to contact and helpful answering questions and giving feedback. Smart Bid is easy to navigate and access plans through. We look forward to the next opportunity to provide pricing to your organization.

Andy is a great salesman and friend give him a nice Christmas bonus

Very few questions but carefully crafted

Time to create: 1h

Cost: \$0


Customer Surveys

WE NEED YOUR FEEDBACK!

Text Survey to 513-227-6529 or scan this QR Code with your phone. Thank you!

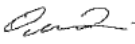


An EEO/AFD/Affirmative Action Employer

 <p><small>An EEO/AFD/Affirmative Action Employer</small></p>		Dexter Sand & Gravel 19702 County Road 702 Dexter MO 63841 Phone: 573-614-4051		Ticket 33846 11/7/2019 7:49 am Location: 100630	
---	--	---	--	---	--

Customer	10121607 SEMO READY MIX		
Product	10000067 COMMERCIAL CONCRETE S		
Order #	473	P.O.	
Order	POPLAR BLUFF PLANT 2019		

Info.	Cost Code:	VOID
Freight PO:		

Carrier	B-D	B-D TRUCKING
Vehicle	36	36
Weighmaster scale TITLE OF PRODUCT PASSES TO PURCHASER AT THE PLANT		
Driver Signature 		

	Qty	Rate	Amount
Product	25.23 Ton		
Freight			
Tax			
Total			

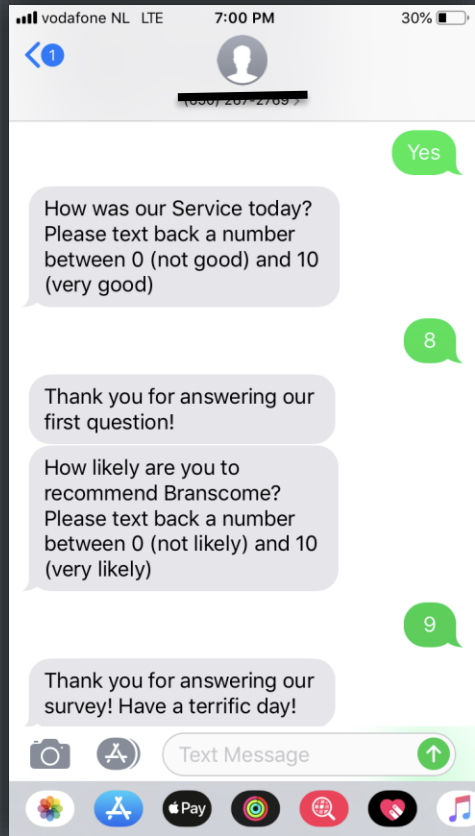
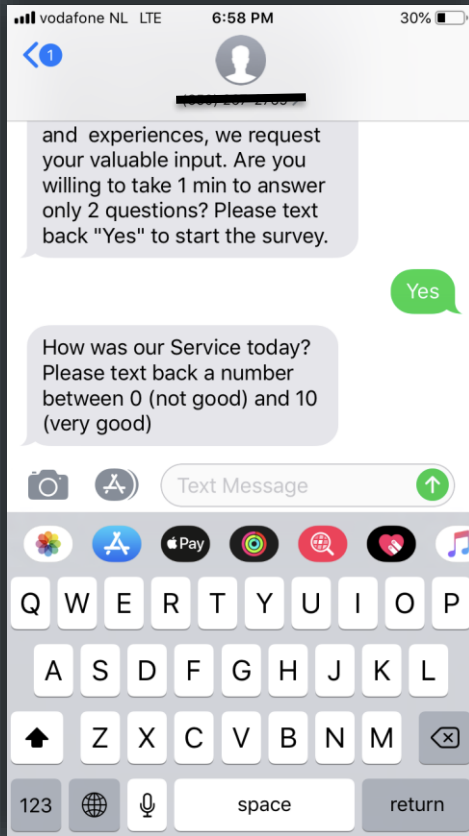
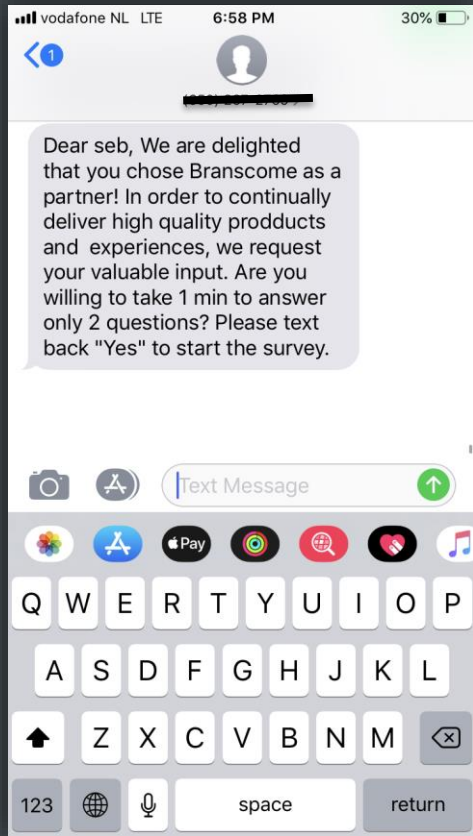
	Pounds	Tons
Gross	80000	40.00
Tare	29540 *	14.77 *
Net	50460	25.23
* P. T.		

	Today	Total
Loads	3	935
Qty	74.09	23,023.77

Delinquent accounts are subject to a finance charge of 1 1/2% per month (18% Annual Percentage Rate), or maximum rate allowed by law, plus any associated legal or collection fees incurred to collect reference account.

**We want to make solutions
that people like to use!**

Customer Surveys - SMS



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 ”

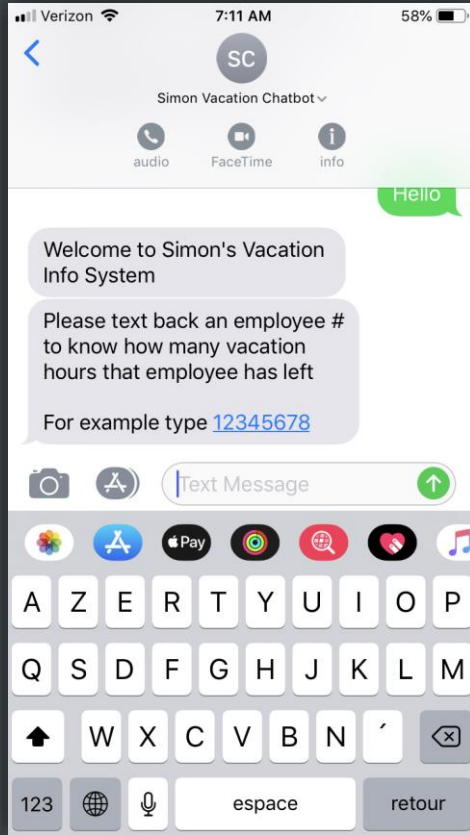
From now on, I'll call you 'An Ambulance'. OK?

Cancel

Yes



Vacation Chatbot



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


Facebook





Reeves
Construction
Company
@ReevesConstructionCo

- Home
- Photos
- Videos
- Posts
- Events
- About
- Community


[Create a Page](#)


 Like

 Share


**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/augusta/> to apply today.




 10

1 Comment · 5 Shares


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**Colas Group**

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**Midland Asphalt Materials Inc.**

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Places > Macon, Georgia > Home Improvement > Reeves Construction Company

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Targeting on Facebook



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!