

## CLIENT STORY

# Using Technology to Improve Customer Experience



## About ARS Services LLC

ARS is an established, nationwide service organization with more than 30-years of experience in providing reliable and quality service to customers in a variety of industries. ARS has been able to develop a unique style of managed contracted services to effectively provide technical expertise for the rapidly growing industries of digital signage, kiosk, inter-active displays, self-service dispensers and vending equipment, point of sale systems, fitness equipment, and electric vehicle charging station industries. ARS has successfully demonstrated its strengths by providing a total integrated and managed technical service organization, from concept to planning to implementation and support. ARS pulls all the pieces together to ensure complete success for all client projects.

**"We work on high end projects with high visibility – it's what we pride ourselves on. So, having the ability to thoroughly vet and rate our technicians to ensure we deliver excellent customer service is a priority for us, it's our livelihood. WorkMarket understands that."**

**MARK KRUG,**  
*VP of Sales and Marketing*

## THE CHALLENGE

ARS had been expanding while serving large customers in their retail locations. However, to adapt to market conditions, the company had to shift from a W-2 environment to increasingly leveraging 1099 contractors. Originally, ARS had developed its own database of contractors nationwide. But as the work orders increased, the experience of their extended workforce was suffering. Handling some 300 to 500 work orders per week to pay their contractors was a time-consuming manual process. When invoices were submitted, the company would need to process them individually, cut checks manually, and if the amount submitted didn't match the original quote, it would need approval. Essentially starting the invoicing process all over again, which lead to a delay in workers getting paid in a timely manner.

"Back then we started with Field Nation... they didn't seem to have a good handle on the quality of their technicians," explained Mark Krug, VP of Sales & Marketing. "We were running into issues that were impacting our customers like scheduling a tech at a certain time who wouldn't show up."

And if ARS had a challenge or dispute with a worker, they didn't feel they were getting the proper level of support, "... we would get push-back and they wouldn't help" mentioned Mark Krug.

The management team also evaluated the cost of doing business, even though it appeared that Field Nation was "free" to ARS, the worker would incur the fee. While an assignment might have been posted for \$100, the tech would receive a lesser amount to cover the fee associate with the assignment. ARS didn't want the workers it engaged with to have to pay a fee for each assignment, "it isn't a pleasant thing."

ARS realized they needed to find a technology solution to not only pay their workers but also to manage work orders more efficiently. An important criteria in selecting the right technology was to find an end-to-end platform that was best in class for both workers and ARS as the client.



## THE SOLUTION

When ARS discovered WorkMarket, they decided to move to a subscription model. As an end-to-end FMS (freelance management system), WorkMarket not only handles the assignment and payment of 300 to 500 work orders per week, but ARS found it could take advantage of the other robust capabilities the platform has to offer.

Beyond payment, the WorkMarket platform also provides an automated onboarding capability. By utilizing the pre-vetting capabilities that WorkMarket offers, ARS can now organize their workers in Labor Clouds based on geography, skills, or experience. The parameters are determined by the most efficient need for the business. Along with the ability to rate the workers, ARS can now select trusted workers they put in front of their customers. The rating system allows ARS to keep track of its best workers. Project managers can see how a worker has been rated by others in their company as well as how the worker has been rated across the platform. Project managers now have visibility into how many assignments a worker has completed or abandoned and how far they are located from the worksite. This complete and balanced view ensures that ARS selects the right workers for the right assignments.

Customer support was another important criterion for ARS. WorkMarket's Client Services team played an important factor in the decision to switch vendors and this US-based team acts as a liaison between ARS and their workers, as well as jumping in to resolve any technical issues.

ARS also benefits from WorkMarket's best-in-class mobile app that workers can use to communicate. ARS' Mark Krug further explains that

**"Technicians find the mobile app easy to use as well. When workers are on-site, we require they take and upload a before and after photo which we use to manage quality of work."**

**MARK KRUG,**  
**VP of Sales and Marketing**

# THE RESULTS

The ability to ensure on time performance using a system that is easy to use has made a significant impact on ARS's ability to increase customer loyalty and grow. Assignments can be routed with clear instructions allowing their extended workforce to adhere to the job criteria.

The WorkMarket platform was easy to justify when the ARS team considered all the costs that go into running their business, supporting their customers, and managing a contingent workforce program.

"It's a matter of simple math by looking at the number of work orders and looking at our cost per work order over the monthly subscription. It just makes good business sense." Krug explained. The quality of technicians, the rating system, and ability to vet workers is essential.

In addition, cutting 300 – 500 manual checks a week is now fully automated, processing 100 at a time and saving hours of administrative time.

"The WorkMarket team has become a true partner to our business, especially during the pandemic. We are looking forward to utilizing more of the platform features to support other areas of our business. There is a lot of power in the system." Krug concluded.

## Lessons Learned

When the company was faced with a global crisis in 2020, Mark Krug recalls

**"Everyone at WorkMarket worked with us through the pandemic."**

Krug sees the WorkMarket platform as a continuous improvement tool. He notes the importance of revisiting and optimizing the talent pools (Labor Clouds) based on economic and business conditions. Staying in touch with WorkMarket's US-based Customer Success team ensures that ARS is using the platform to the fullest extent and is aware of new capabilities as they are added, and able to contextualize to their specific business.

## Advice to Others

**"Keep asking what the tool can do."**

**MARK KRUG,  
VP of Sales and Marketing**

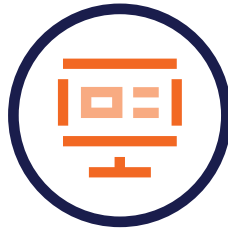
Mark works with his dedicated strategic account manager to keep track of how else they can improve their business.

## WHY WORKMARKET



### VISIBILITY

Gain visibility into your extended workforce talent, utilization, and spend.



### AUTOMATION

Eliminate manual processes, improve agility, and shorten SLAs when leveraging your extended workforce to enable scale.



### SECURITY

Manage your extended workforce and the assignments you send them in a secure and encrypted platform, while mitigating compliance risk.

**Take the first step in automating and gaining visibility into your extended workforce.**

Call (877) 245-8906 or visit [WorkMarket.com](https://www.WorkMarket.com).

## ABOUT WORKMARKET

WorkMarket was founded in 2010 and in 2018, was acquired by ADP, a global provider of HR technology and services. With ADP resources, WorkMarket continues to be focused on providing enterprise technology to help companies unlock the power of their extended workforce.