



Goudy Pools Arnold, Maryland | [www.goudypools.com](http://www.goudypools.com)

# Goudy Pools

Improving customer service,  
productivity and operational visibility

*"Efficiency, accountability, time-saving,"* that's how Kevin Cooley, Goudy Service Manager, describes Linxup.

Goudy Pools was founded in 2006 in Arnold, Maryland. The company provides pool service and renovations to a wide variety of customers, supporting them with weekly maintenance cleanings to complete restorations, and spring openings to fall closings and winterization. The company has built its business and reputation by providing high quality service and equipment in a very competitive market.

## The Challenge

Goudy wanted to grow their business. A key strategy was streamlining field service activities. If they could get more visibility into the location and activity of their vehicles, they could identify ways to reduce idle time, reduce unplanned maintenance costs, and complete more jobs per day. The solution also had to provide proof of service to customers and allow Goudy to dispatch or reroute crews quickly to address unplanned requests. Above all, the solution needed to be very affordable.

Goudy turned to Linxup, which crafted a solution that was right-sized for their business, their budget, and their needs.



*"I couldn't imagine doing my  
job now without it."*

## The Linuxup Solution



### Making Operations Run Easier

Linuxup provided Goudy Pools with a GPS Tracking Solution to monitor the location and activity of their vehicles. Linuxup GPS hardware mounts quickly and discreetly, which enabled Goudy to begin tracking without impacting scheduled work. With this new level of visibility Goudy could make more informed decisions in critical areas such as job scheduling and customer service, as well as cost-saving tactics like reducing idle time, vehicle maintenance, and improving overall safety.

“Not having to check in with every single one of your technicians – the bigger you grow as a company, the more important that becomes.”



### Delivering Better Customer Service

Goudy made quick use of Linuxup's best-in-class software, which provides instant visibility of field service team locations. Kevin can quickly identify hidden schedule gaps and improve service eta's for customers. *“When people want to be at their home for the service call, we need to be able to give them better time estimates on when we're going to be there,”* said Kevin.

“With Linuxup, I'm always able to get live data on where they are and how long they've been there. So I'm able to give really good estimates to customers on when they can expect us to be at their property.”



### Built-in Maintenance Tracking & Alerts

Goudy Pools also wanted to extend the life of their vehicles. They began using Linuxup's maintenance tracking and reminders and noticed that, in addition to keeping a better maintenance schedule, Linuxup actually gave them more peace of mind. *“It's a lot easier when it's ready at your fingertips beyond the computer and constantly updated,”* said Kevin.

“With the maintenance reminders, we know when we're upcoming on oil changes and other service for the vehicle, which helps us stay ahead of it.”



### Customer Address Book & Geofencing

Linuxup's Customer Address Book and customizable geofencing has also made an impact. Goudy loaded in their customers and set up geofencing for better service visibility and communications. *“Doing a weekly service, a lot of times customers are not at home. They'll reach out and I'm able to give them the exact time and can actually show them on the map through Linuxup that we were there,”* Kevin added.

“We have all of our customers in there as well, so I can pick a particular customer and go in there and see when our last visits were and how long we were there.”



### More Protection. More Peace of Mind.

Goudy also depends on Linuxup's tracking to protect their vehicles during off hours. Kevin uses Linuxup's mobile app to check the location of vehicles after hours, which helps with any potential schedule adjustments for the next day and verifies that everything is where it should be. *“So they're not using the truck for personal things. They're not adding miles on that way, which is a huge risk and liability to the company if they're using it outside of work,”* Kevin explained.

“You know, I'd say our technicians are all very trustworthy...but having that added layer of tracking and they know that the Linuxup GPS is in their truck helps them to be accountable”

## The Results

*“Linuxup continues to work seamlessly for all of our needs. The website, app, and trackers are always reliable and accurate. As the company grows, we continue to add vehicles and Linuxup becomes more valuable to our company every day.”*