

CWJ has been a Gordian client since 2017. A building services company with a mountain of debt from the purchase and minimal cash flow as a result. At the time, the owner was working eighty hours a week and had gone through four secretaries in six months with no other support staff. The company had been run with paper and pencil and had no cloud-based records from the previous owner. Once the last secretary quit, the owner turned to Gordian for help.

Owner and secretary working 80 hours a week, doing \$2.1M in revenue, \$400K in profit.

CWJ began by hiring a Customer Service Representative to answer phones and take messages. Once the owner was no longer burdened with the time suck of answering customer service calls, the owner began the process of documenting their standard operating procedures that they would use to train additional RTMs, further freeing the owner from the more routine tasks that took up most of the work day. Within three months, CWJ had hired three CSRs to handle:

- Answering phones
- Taking messages or answering common questions
- Typing up proposals
- Sending client appointment reminders
- Schedule jobs
- Sending invoices
- Following up on past due AR
- Managing the company emails
- Social Media and Advertising mail outs
- Bookkeeping

Over the next two years, CWJ continued to work with their RTMs, training them to do additional duties and flying them up to its local office to cross train with their domestic cleaners. CWJ continued to move administrative work to Gordian RTMs so that everything except for the cleaning and actual bidding was done in Mexico.

The owner now lives out of state, and the business is run by his core team. In 2019, the business did \$2.8M in revenue and cleared \$850,000 in profit. The business has files on over 5,000 commercial buildings in the area and has expanded into two new areas of service. Every job is now evaluated for dollars per hour and job supply cost. The owner attends two departmental meetings a week via video call and is otherwise free of the day-to-day operations. His time is able to be spent on making valuable network connections and charting a course for the future of the company.

Beginning Cost for Administrative Support:

1 Secretary- \$70,304 (\$26/hr plus taxes and benefits)

Current Cost for Administrative Support:

GDL RTMs:
\$29,120 Office Manager
\$20,384 Customer Service Representative
\$20,384 Customer Service Representative

Total Cost: \$69,888

Not only did CWJ experience a 71% decrease in payroll cost by filling their vacant secretarial position with a Gordian customer service representative in lieu of hiring a domestic employee, but they were able to also hire an office manager to take more complicated tasks off the owner's plate and an additional customer service representative without increasing their initial payroll costs.