

# From Paper to Digital Efficiency: How FieldFX Transformed Liberty Lift



## Customer Quick Facts

**INDUSTRY:**

Energy

**HEADQUARTERS:**

Houston, TX

**WEBSITE:**

[www.libertylift.com](http://www.libertylift.com)

At Liberty Lift, all recorded documentation of field activities was done on paper. All field tickets, JSAs, unit/vehicle inspections, permits - everything. As David Snow, Liberty Lift's IT Director, put it: **"Everything was paper, paper, paper. It was like the 1980's."**

Liberty Lift is an artificial lift sales and service company based in Houston, Texas. In 2014, their operations and project management still relied heavily on paper. Liberty Lift contacted LiquidFrameworks, a ServiceMax company, and began using FieldFX in an effort to modernize and optimize their operations. Within months, they had left paper behind, and achieved digital, error-free efficiency across the whole organization.

## The Tyranny of Paper

Liberty Lift is an artificial lift sales and service company with several product lines: beam pumping units; long stroke pumping units; gas lift; jet pump; sucker rods; and more. They perform service work on all brands and types of artificial lift. Liberty Lift runs service companies at 11 different locations, operating 24/7 in most of the main areas and basins across the US.

Back in 2014, Liberty Lift had an unhealthy reliance on paper. All recorded documentation of field activities was done on paper. All field tickets, JSAs, unit/vehicle inspections, permits - everything. As David Snow, Liberty Lift's IT Director, put it: "Everything was paper, paper, paper. It was like the 1980's."

In general, the system worked. But it was getting harder and harder to ignore the issues and the inefficiencies. Poor handwriting on tickets was causing office admins to make incorrect billing statements, or waste their time chasing down field personnel to ask what they put down. As David Snow put it: "If you've ever found a duplicate ticket under the seat of a truck, on a field cruise, months after the work was done - well, you know how frustrating that can be!"

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Moreover, their Days Sales Outstanding (DSO) was very difficult to calculate. All too often, their unorganized paper trails lead to duplicate data entries in their Excel sheets, which resulted in late and incomplete data reports. Field crews took tickets home, or left them on a desk, meaning many tickets took far longer than necessary to get into the billing system and be converted into invoices.

### **FieldFX's e-Ticketing Module to the Rescue**

To escape the tyranny of paper, Liberty Lift turned to FieldFX. On its initial implementation, they decided to focus on one of FieldFX's most fundamental features: the e-Ticketing Module.

Liberty Lift was careful, going one office at a time with a solid process. They secured mobile devices for field operations; reconfigured their current system by bridging gaps between departments; trained their personnel to work cohesively together; and ensured that data ownership had a defined set of rules and didn't clash.

The immediate result of transitioning over to FieldFX? No more handwriting to decipher. No more tickets lost. An immediate tightening of revenue streams and an end to the leakage.

In phase two of Liberty Lift's FieldFX implementation, they digitized their Job Safety Analysis (JSA) and Inspection forms, which were prone to the same issues as their field tickets.

Then, they set up price books, and utilized the Quoting System within FieldFX. These changes ensured that their quotes and prices they used were up-to-date and accurate. Executives absolutely loved that they could now pull up detailed reports in real-time.

**“We've got the expected benefits. We're not losing tickets anymore. We can start tracking everything. Our tickets look better - they're not handwritten. But now that we got the solid platform from which to build on, what are we going to do next?”**

*David Snow, IT Director, Liberty Lift*

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In phase three, Liberty Lift instituted a customer portal for their communities. Today, their customers can see everything: their tickets, billings, total cost, total spend per well, problem areas based on inspection reports, and more. Their customers can even digitally sign tickets in the portal.

Liberty Lift is still rolling out improvements on their system with the help of FieldFX, with more implementation plans in their pipeline. Across the board, FieldFX has freed Liberty Lift from the tyranny of paper, and helped transform them into an efficient and streamlined operation that always gets paid correctly for their work.