



## CUSTOMER SPOTLIGHT

# Guidry's Air Conditioning & Refrigeration Service



**"The immediate impact for us was the proposals and closing these sales jobs right away versus the process that we were doing prior!"**

- Vaughan Guidry, Guidry's Air Conditioning & Refrigeration Service

### About Guidry's Air Conditioning & Refrigeration Service

Guidry's Heating and Cooling, established before Hurricane Katrina in 2005, has evolved significantly since its early days. Originally a small operation with about 10 employees, the company faced severe setbacks after the hurricane, shrinking to just a few staff members.

Over the years, the company has grown steadily, driven by a desire to balance a demanding work life with family needs and achieve financial stability. By 2013, Guidry was dealing with debt, but has been 100% financed through themselves and their profits have now become debt-free, with net profits exceeding its past revenues! Guidry's Heating and Cooling first partnered with WEX Field Service Management (FSM) Payments platform around 2015, initially leveraging its credit card processing and prepaid Visa debit card capabilities.

The company upgraded to the full WEX FSM Enterprise software in January 2021 to boost operational efficiency and payment processing. With WEX FSM, Guidry was able to significantly speed up payment collections and have a work-life balance to spend time with his family and engage in his hobbies.

# Guidry's Air Conditioning & Refrigeration Service

## The Challenge

Before switching to WEX, Vaughan and his team were facing a variety of challenges managing their field service operations.

- **Work-Life Balance:** Vaughan Guidry worked long hours, including weekends and evenings, balancing multiple roles, which hindered personal time and family life.
- **Operational Inefficiency:** Pre-existing systems were manual and time-consuming, causing delays in invoicing and customer payments.
- **Growth Constraints:** Limited technological capabilities made it difficult to scale efficiently and keep up with increased demand and operational needs.
- **Financial Struggles:** In 2013, the company was in debt, and Guidry was uncertain about its future. Despite these challenges, the company grew steadily, achieving financial stability and becoming debt-free by leveraging its own profits.

## What Sealed the Deal for Guidry's

Guidry's needed one place to manage all of their operations easily. Nearly 10 years ago, they decided on WEX FSM's ability to:

- **Streamlined Invoicing:** WEX FSM's mobile invoicing allows for immediate billing and faster payment collection, reducing time spent on manual invoicing and follow-ups.
- **Enhanced Scheduling and Dispatch:** Improved scheduling and dispatch capabilities reduce administrative workload and fuel costs, allowing technicians to start their day directly from home.
- **WEX FSM Customer Support:** WEX provides exceptional customer support, facilitating smooth transitions and continuous assistance, which has been invaluable for Guidry's.



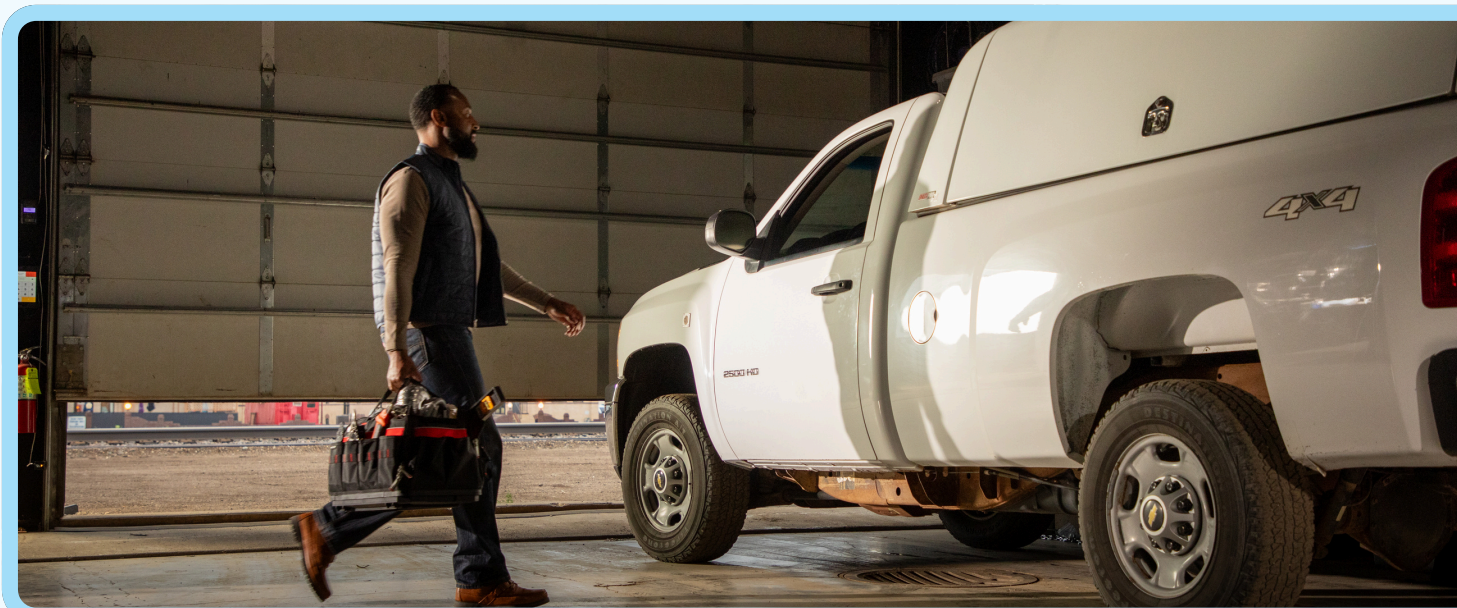
## Guidry's Air Conditioning & Refrigeration Service

- **Integrated Pricebook:** WEX FSM's integrated pricebook allowed Guidry's to build and manage service and equipment replacement packages directly within the software. This streamlined the quoting process, enabling quick and accurate pricing. Previously, delays in quoting could cost the company valuable opportunities
- **Mobile Accessibility:** The mobile capabilities of WEX FSM offer exceptional flexibility, enabling Guidry's team to generate and finalize job quotes from anywhere—whether during commutes or on-site. This eliminates manual paperwork and accelerates sales closures.
- **Efficient Proposal Creation:** WEX FSM's proposal tools streamline quote generation, boosting the close rate by 15-20% and enhancing overall sales efficiency. It's automation enables quick proposal creation and instant customer approvals, speeding up job closures significantly.



**The office has the invoice out to the consumer, and about 45% of the time, it's paid right then and there.**

- Vaughan Guidry, Guidry's Air Conditioning & Refrigeration Service



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## The Results



### Improved Work-Life Balance

Thanks to WEX FSM, Vaughan has been able to work fewer hours while still driving his business forward. The automation and efficiency improvements have allowed him to spend more quality time with his family and pursue personal interests.



### Efficient Daily Operations

The software has eliminated manual paperwork, freeing up time and reducing the need for extended hours in the office.



### Increased Revenue and Efficiency

The adoption of WEX FSM has led to quicker payment collections and a higher close rate, contributing to significant revenue growth.



### Faster Payment Collection

Instant invoicing and payments have sped up cash flow, reducing the turnaround time from invoice issuance to payment.



### Operational Excellence

The improved operational efficiency and digital capabilities have transformed Guidry's business processes, making it a more competitive and agile company.



### Technological Advancement

Transitioning from outdated systems to WEX FSM has modernized the company's operations, leading to overall business improvement.

With the support of WEX FSM, Vaughan Guidry has transformed Guidry's Air Conditioning & Refrigeration Service into a thriving, growing business. The efficiency and automation provided by WEX FSM have enabled him to work less, achieve his goal of a better work-life balance, and enjoy more quality time with his family.

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## About WEX Field Service Management

WEX Field Service Management offers a simple, efficient, and well-supported solution, helping you get organized, save time, and scale your business with confidence.