

Since 1939, W.D. Matthews Machinery Co. has provided reliable material handling and warehouse equipment, rentals, parts, and safety solutions for businesses across New England. Operating out of Maine, New Hampshire, and Massachusetts, they represent trusted brands like Toyota Material Handling and focus on reducing downtime while improving efficiency and productivity for their clients.



W.D. MATTHEWS MACHINERY CO.

TINNACITY CASE STUDY

How WD Matthews Achieved Real-Time Operations and an 89% First-Time Fix Rate

THE CHALLENGE: MANAGING BLIND

Before Tinnacity, WD Matthews was managing nearly 50 technicians across New England using data that was 30 days old — with no live visibility, no ERP connection, and paperwork following techs home every night.



No Real-Time Visibility: Planning a 50-technician operation using data that was 30 days old — making it nearly impossible to schedule, respond, or manage efficiently.



Disconnected ERP: A previous field service platform wasn't connected to their ERP, leaving communication clunky and tribal knowledge trapped in people's heads.



Paperwork After Hours:

Technicians were completing admin work on their own time, killing morale and creating billing delays across the operation.

THE SOLUTION: A TECH-CENTRIC PLATFORM

W.D. Matthews implemented Tinnacity during a full ERP migration — and it was the only system that worked on day one. Two years later, they're running one of the most data-driven service operations in New England.



Day-One Live: Implemented during a full ERP migration on January 1st — when the ERP struggled, Tinnacity was the only system that worked right out of the gate.



QR Code Equipment Profiles: Every truck is QR-coded. Technicians scan on arrival and instantly see full service history, customer notes, and check-in/checkout procedures.



Incentive-Driven Time Capture: A bonus structure tied to key-in/key-out accuracy now drives 95% billable time capture — and that precision is baked directly into their labor rate.

The Incentive Edge

How W.D. Matthews Turned Time Capture into a Competitive Advantage.

WD Matthews pays technicians key-in to key-out – from the moment they start their van to the moment they arrive home. Using Tinnacity's time capture, they built a monthly bonus structure rewarding technicians who accurately log their time in the right categories. The result: 95% billable time capture, precision labor rates, and technicians who actually want to go home on time.

The Result: Removed all guesswork from labor billing. Every minute is accounted for – and the team is rewarded for it.

- **Productivity Metrics:** 95% direct or indirect billable time capture

IMPACT AT A GLANCE

First-Time Fix Rate: Raised to 89% and tracked daily

Billable Time Capture: 95% of technician time applied to billable functions

Onboarding: New techs master the platform in their first week

Business Continuity: Full field operations continued when a truck knocked out the building's power and internet for an entire day



Jim Chaousis

General Parts & Service Manager

"On January 1st we were converting all our data. The only thing that worked right was Tinnacity. The ERP didn't work right. We couldn't print invoices for a couple of months. But because Tinnacity worked right out of the gate, we actually were able to produce work for our customers on day one."