



Result

BIG JERRY'S FENCING SAW A DRAMATIC TRANSFORMATION:

- **40% faster turnaround** from lead to completed installation.
- **25% higher quote-to-win ratio** with Good/Better/Best quoting options.
- **Significant error reduction** in site planning thanks to the sketch tool.
- **Improved installer productivity** with clear tasks and mobile proof-of-work.
- **Happier customers** with transparency via the self-service portal and faster communication.
- **Actionable business insights** with real-time dashboards for leadership.

Conclusion

By unifying their entire workflow into one seamless digital system, Big Jerry's Fencing achieved faster operations, greater transparency, and stronger customer satisfaction.

What was once a fragmented, manual process is now a streamlined, data-driven workflow — positioning Big Jerry's Fencing as a modern, customer-centric service provider in a highly competitive industry.



A Success Story

End-to-End Automation for Big Jerry's Fencing

Big Jerry's Fencing is a trusted local fence company operating across 21 cities in nine U.S. states. They make buying fences fast, easy, and transparent, offering custom estimates, "Draw Your Fence" planning tools, diverse material and style options, and flexible financing.

Challenges

- **Lead Leakage**
Without a centralized system, many leads went unnoticed or untracked, causing missed opportunities.
- **Slow & Inaccurate Quoting**
Manual processes delayed quoting and led to mistakes, creating customer frustration and lost deals.
- **Team Misalignment**
Sales, operations, and installers often worked in silos, resulting in delays, rework, and extra costs.
- **Customer Blind Spots**
Clients had little visibility into project status, invoices, or documents, reducing trust and satisfaction.

Solution

We designed and implemented an end-to-end digital ecosystem tailored to Big Jerry's workflow:

- 01 CRM (Lead → Quote → Invoice)
- 02 Sketch Tool (Precision Planning)
- 03 Project Management (Odoo Projects)
- 04 Installer Mobile App
- 05 Customer Portal (Transparency & Payments)
- 06 Dashboards & Reporting (Performance Insights)

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