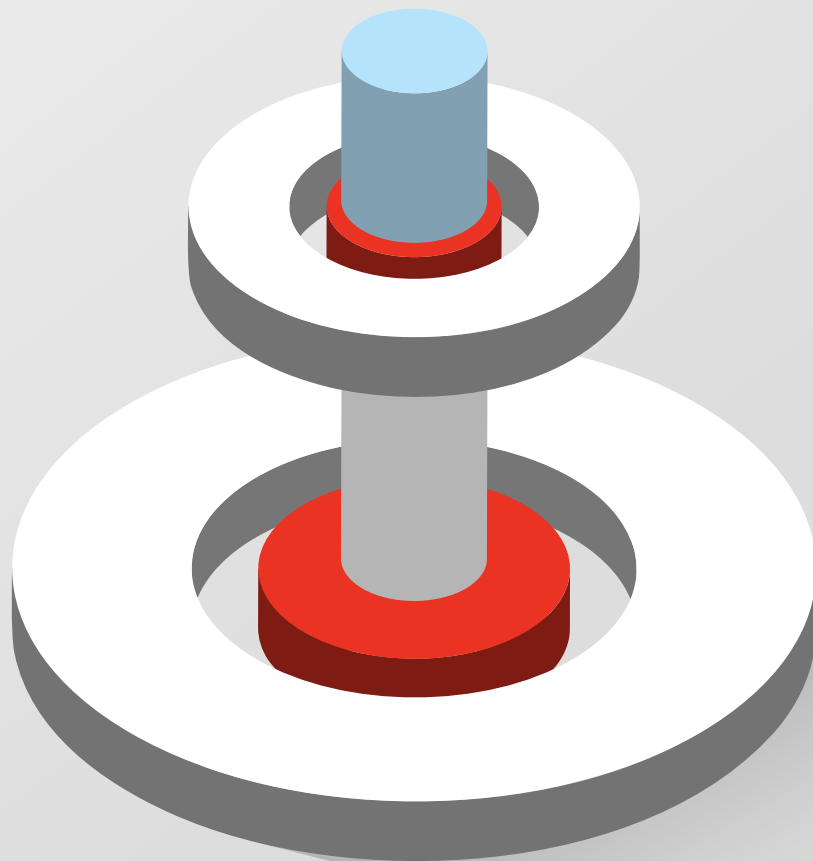




GUIDE

How to turn actions into insights with location-based data



You often hear people in business talk about “actionable insights,” but what if you could turn actions into insights?

Every day, your teams are out in the field, doing all the various tasks that make up their jobs – driving to sites, performing inspections, following SOPs. But what if all these actions, big and small, could actually be turned into accurate and reliable data that would make your team more efficient, productive, and safe?

Think of it this way:

Even if your teams aren’t specifically focused on collecting data, their actions are generating data — lots of it — and it’s all data that you can learn from.

For example, if your teams are out inspecting cell towers and one specific element keeps failing in all of them (maybe they were all made by the same manufacturer or were installed in a specific way), your team’s actions have supplied you with the data you need to address the root cause of the problem.

When you reframe action as data, it widens your scope of visibility and you start to see all the trends that are affecting your team’s ability to do quality work effectively. Actions become data, data become trends, trends become insights – and following this process makes for better, more effective decision-making.



Do you need more data?

But as someone who is responsible for field operations, do you really need “more data?” Nobody wants to be data-dumped on, and there is such a thing as data overload.

What you do need, however, is the right kind of data, especially value-added data that will give you immediate insights into your field operations at a glance.

That’s why there are few variables as important to field operations management as location. Adding location to the equation makes the rest of the data you collect even more valuable.

▶ Location data that comes from the simple performance of tasks — from your team’s actions, geotagged — is a rich source from which to see trends and draw insights which can help you ensure efficiency, compliance, and quality in the field.

When location-aware mobile apps can geotag all manner of actions and then deliver that data into a GIS platform, you are effectively supercharging the power of your location-enriched data, giving you better information, higher visibility and the strategic insights you need.

How to leverage location-based information

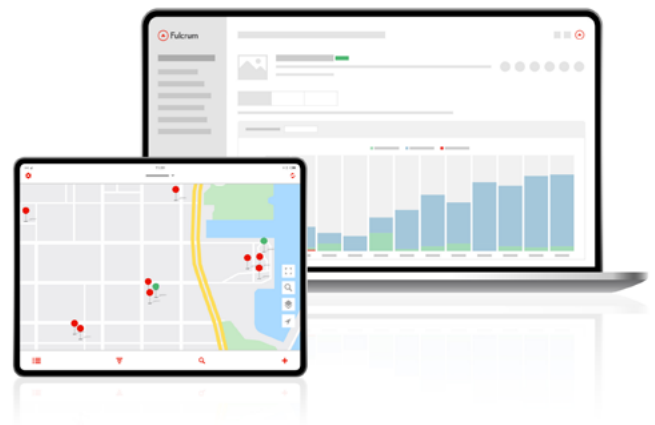
More than ever before, companies are leveraging location intelligence to improve their business operations. And if your organization has already invested in a Geographic Information System (GIS), you're off to a great start — that means someone in your leadership already knows the power of location-based data.

But are you using GIS tools to their full potential? If your field teams are not using location-aware apps, then the answer is no — you're missing out on a wealth of location data that can be integrated with your GIS to give you a more complete and accurate picture of your operations.



Let's look at a few examples of how location-aware apps can give you the right kind of data to make better decisions:

- ▶ To start, let's go back to the cell tower inspections. With location-aware apps that automatically geotag and timestamp every inspection record, you can learn more than just the condition of your towers. How long does it take your teams to finish each inspection? Why is that one location taking longer to inspect? Was that the shortest route your team can take from one location to the next? Location-based data can reveal inefficiencies in their process (or even their routes).
- ▶ Let's look at utilities. Your teams are about to head out to conduct vegetation management, but your geotagged data lets you know that a certain location takes longer to complete because it tends to have more overgrowth than other locations — now you can schedule your teams more efficiently. Even more important, downstream, this will help you prevent outages (or worse, fires) by managing vegetation properly.
- ▶ If you're managing multiple construction sites, the last thing you want to see is your workers standing around waiting to use equipment. With location-based data attached to daily inspections or lockout/tagout procedures, you can see the movement of your equipment and know if a specific type is in high demand and whether you need to buy another one.



- ▶ Safety managers can also benefit from location-based data. If you notice that you're not getting any hazard reports from one work site — but they are regularly coming in from others — you may want to visit it because there are probably hazards that just aren't being reported, which makes that site less safe.

Hidden in plain sight, the amount of location data that field teams generate, simply by going about their jobs, is staggering — and easily collected and shared with the right tools.

Harness the power of geospatial data

This is just a small sample of the countless ways using geotagged data from location-aware apps — like the ones you create with Fulcrum — can improve your field operations. Almost any action performed by field teams, if geotagged and analyzed, can yield rich, value-added location data.

When you harness the power of location-aware apps, especially when combined with your GIS platform, you turn everyday actions into actionable insights that will keep your team safe, ensure your organization is making more data-driven decisions and help you do your job more effectively.

▶ **Want to see how it works?**

[Start your free trial!](#)