

# Where Food Comes From And Skedulo Are Bringing the Data Back Home

Growth was a challenge for the food quality auditing organization Where Food Come From, until Skedulo brought transparency and efficiency to their national field service organization.

## About Where Food Comes From

Where Food Comes From coordinates independent inspectors who verify food quality and handling practices all over the nation. Their mission is to ensure that everyone interested in the quality of food — from growers and farmers to retailers and shoppers — are able to gain full visibility into the complex process of creating and transferring foods from farm to table. They visit producers, farms, and ranches to inspect plants, animals, methods, and records. Inspectors then compare all the information they collect against specific standards and claims by producers and distributors.

### Challenge

The independent auditors contracting with Where Food Comes From are quite literally in the field. Getting information to them, getting audits back from them, and even knowing where they are at any given point were all real challenges. The uncertainty slowed down operations and stretched out the billing process.

### Solution

Leveraging Skedulo's Mobile Workforce Management platform, integrated with their Salesforce CRM, made everything more transparent and virtually instantaneous. Auditors got the info they needed while the company's sensitive data stayed protected. Schedulers gained insights into workloads and resource utilization. The finance department could start billing immediately at the conclusion of an audit, based on the work that was actually performed.

### Results

The level shift in efficiency from start to finish has enabled Where Food Comes From to recognize revenue in tighter cycles and transition to a sustainable growth model. They are now developing Skedulo for four sub-companies in other industries and rolling out plans for international expansion.

## Challenge

For the past two decades, the mission of Where Food Comes From has been to assure quality and handling claims through a rigorous and independent verification process. Their 60+ independent inspectors make 30 to 50 visits per week in remote areas all over the US, and they plan to take their business global. They have been growing at an average rate of one auditor every quarter.

One of the biggest problems with a field service organization covering an area that large is getting all of their inspection data back to the main office in a reasonable amount of time. Their inspectors are literally out in a field for the majority of their day, sometimes in areas where Wi-Fi is non-existent and 4G is still a distant dream. Real-time updates were often impossible, which introduced several bottlenecks into operational efficiency.

Data from audits used to be collected over the phone and manually entered into spreadsheets. Field managers reported that that it was hit or miss knowing exactly where an auditor was at any given moment, much less what their upcoming schedules were. Billing was also a huge burden. The billing process could only be initiated after an auditor turned in an expense report, which caused delays in getting their receivables on time. All these uncertainties undermined the reliability of their audits and compromised their business model.

They needed:

1. a better way to schedule auditors intelligently that factored in a vast array of data on auditor location and expertise.
2. a more direct way to communicate with dispersed auditors and transfer data back and forth.
3. pay the auditors and bill the farms more accurately.

## Solution

Before they found Skedulo, Where Food Comes From used Salesforce as their CRM, but they needed a way to customize the platform to meet the needs of their growing field service organization. Because their auditors were contractors, the company needed a way to allow them to update data in Salesforce without having full access to private company data.

*"Everyone can agree from our production team to finance to scheduling team that Skedulo has made their lives so much better and removed that heartburn they were having due to the manual scheduling and managing of the auditors in the field."*

*Chris Sanchez, IT Director of Where Food Comes From*

Where Food Comes From called on Skedulo due to our deep expertise in Mobile Workforce Management and large client list of businesses that have been able to achieve more detailed oversight of their field organizations using our Mobile Workforce Management solutions.

Today, auditors can leverage Skedulo's mobile capabilities to improve efficiency in the field. In remote locations with no Wi-Fi coverage, auditors can work offline and capture data in the field via their mobile devices, then connect to the back office as soon as they have a signal. In addition, the company can clearly see when an auditor is overloaded and adjust workloads more intelligently.

Where Food Comes From can now bill farms earlier and more accurately based on the services that were actually performed. They also gain deeper insights into when audits happened in real time so they can produce more accurate reports. As soon as one audit is complete, the billing process is initiated on the finance side and the company's scheduler can redeploy the auditor resource on the operations side.

## Results

Where Food Comes From found that Skedulo solved problems they hadn't even considered. Instead of receiving instructions informally over the phone or by email, auditors now had all the critical information they needed built into the job request. Auditors love having greater control over the process and a more direct channel for communication with the home office. From the auditor's point of view, access to schedules by day, week or month ahead made them more productive and efficient.

The office staff at Where Food Comes From reported that their lives became much easier as information flowed more quickly from resource planning to field service management to the accounting department. The company is now expanding their use of Skedulo to their four sub-companies in quality verification for industries like wine and dairy. In addition, now that they can handle more complexity with faster revenue recognition, they are laying the groundwork for international expansion.

*"At the rate we were growing, we would not have been able to manage the company without Skedulo. It just wasn't sustainable."*

*Chris Sanchez, IT Director of Where Food Comes From*

The quality of food that enters our bodies is more important than ever as supply chains stretch out and artisan producers can reach wider audiences. Skedulo is empowering the next generation of auditors to make transparency a baseline expectation for food producers, retailers and consumers everywhere.

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## About Skedulo

Skedulo is the leading mobile workforce scheduling and management application integrated with the Salesforce platform. This beautiful, easy-to-use application has helped companies around the world transform the way they manage and schedule their mobile workforce teams.

Thanks to Skedulo, thousands of workers in the healthcare, hospitality, manufacturing and field service industries are scheduled at the right place at the right time, with all the information they need to complete their tasks right at their fingertips.

Founded in 2013 with offices in Australia, North America and Asia, Skedulo has helped companies schedule over 2.3 million appointments worldwide.

For more information, please visit [www.skedulo.com](http://www.skedulo.com).