

Here's how East & Westbrook's leadership gained real efficiencies & employees stopped saying...



“ I DIDN'T KNOW ”



redeapp

Now you know.

When non-desk employees get red<sup>e</sup> for work with real-time communication, leaders get unprecedented connection to the front lines of the business.

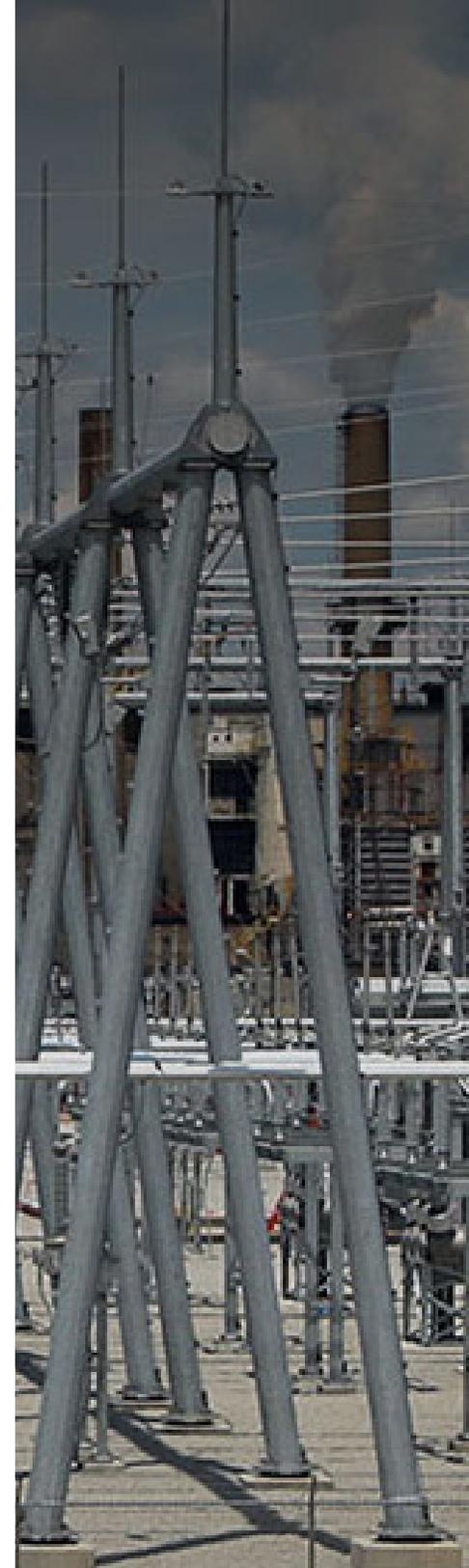
East and Westbrook's core business and area of expertise lies in concrete construction, with a focus on long-lasting relationships with their customers, subcontractors and other business partners. Their team works together as a tight-knit group of safety, quality and performance-driven professionals.

Even for such a well-run organization, without the right tools in place, communication across national projects was complex, cumbersome, and frequently delayed.

## SOUND FAMILIAR?

A lack of real-time communication also meant that East & Westbrook had no streamlined way of collecting data from the field. Job site inspections, safety concerns, and other procedural forms all lived on paper and often never made it out of a foreman's truck.

**Deploying Red e App was a game-changer for East & Westbrook. Putting the right digital tools in every employee's hands transformed the way they communicate and provided insights into their business like never before.**

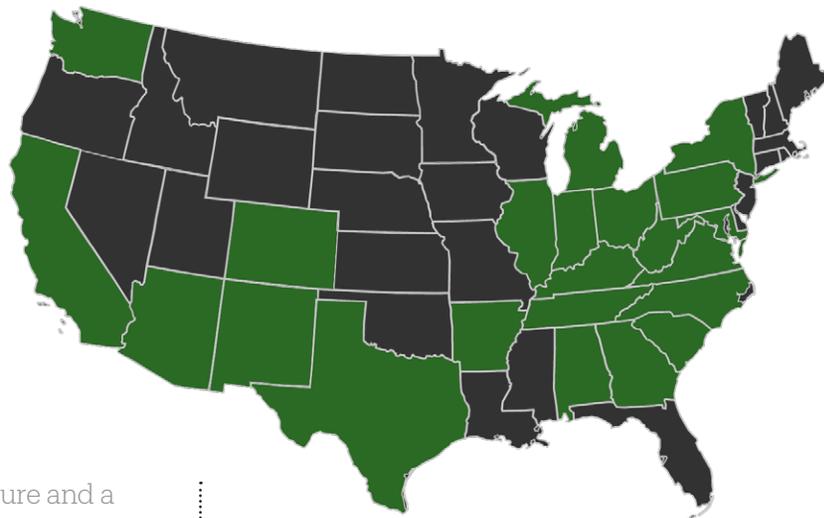


It's simple, really. They had a few...

# CHALLENGES

Leadership communications relied heavily on word of mouth = **important information got lost in transmission.**

WORD OF MOUTH ▶▶ 200 STAFF ▶▶ 20+ STATES



East & Westbrook has a culture and a track record of completing every job on time and injury-free. **To continue on this path, superintendents, foremen, and safety leaders needed a better way to identify issues early, track forms in a central database, and gain insights into patterns happening across job sites.**

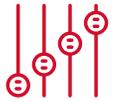
As the company has grown, workforce dispersion has increased, and communication with managers and teams is more critical. Getting a message from the corporate office to the field became more and more difficult with each new project.

Inefficient, paper forms for important tasks like Job Site Inspections and Safety Checklists **were incomplete, delayed, and inefficient (not to mention often physically dirty or torn from job sites).** Papers were passed among supervisors and leaders, with hopes that they would reach their destination despite bottlenecks.



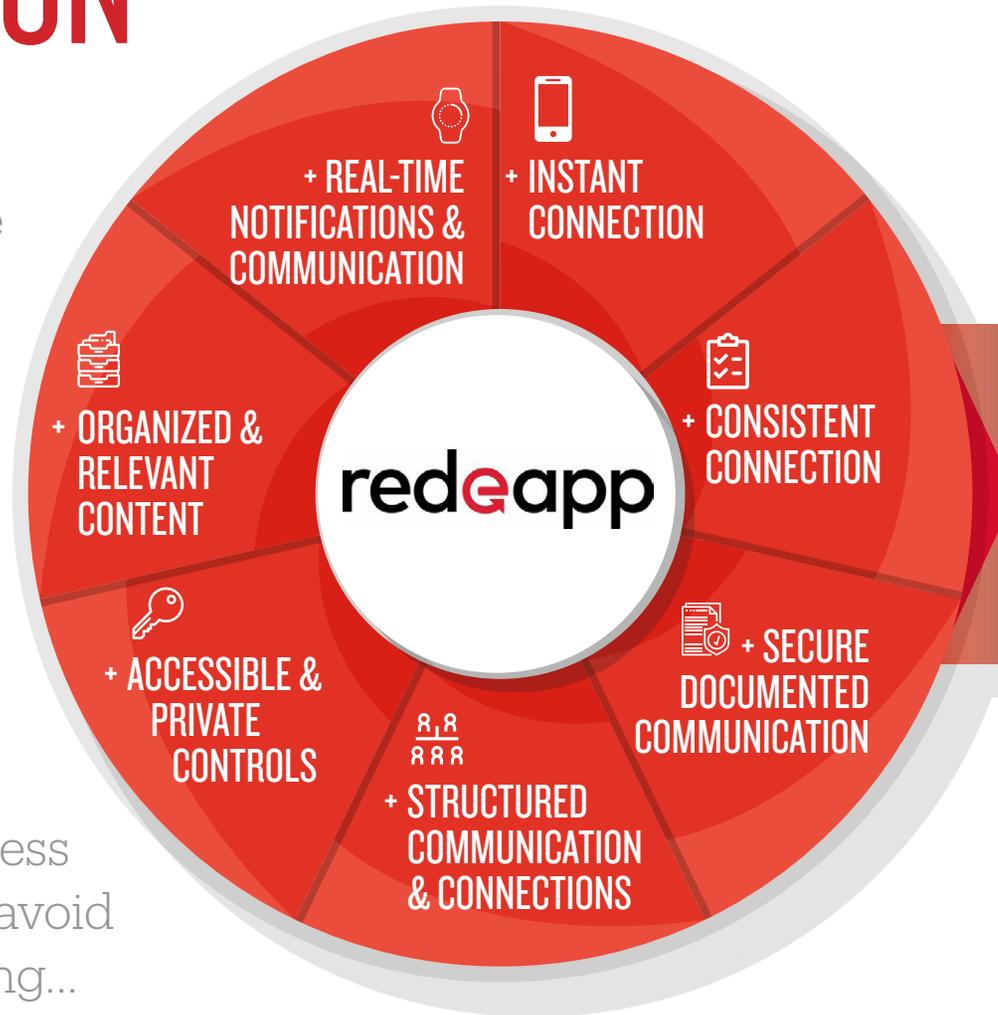
So we provided a...

# SOLUTION



This is what we like to call the Wheel of Connected Intelligence. (nothing artificial here)

Yes, it's possible to connect the unconnected to strong business outcomes and avoid the risks of doing... well...nothing.



The goal was to help E&W improve in many areas including:

Change Management

Safety & Compliance

Training / Learning

Benefits Enrollment

Operational Efficiency & Field Leadership

Data Management and Intelligence through aggregated form data

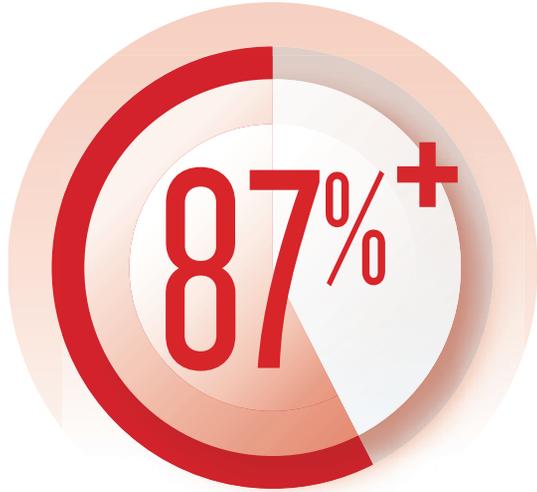
Employee Recognition

Automation of manual tasks

Accountability

Workforce Development

## E&W + Red e App Implementation



(overall adoption)

**Within a single month, more than 80% of all East & Westbrook employees began actively using Red e App.**

Employees immediately saw how easy it was to gain access to information, complete forms, and communicate with their teams.

**2,000<sup>+</sup> FORMS  
SUBMITTED**

**10,000<sup>+</sup> MESSAGES  
READ TO DATE**

**96% OVERALL  
READ RATE**

### **The impact of a connected workforce?**

Meaningful company-wide connection to role/job, management and company, making E&W a premier employer in Louisville.

Automated workforce optimization, development and management that is now able to be extended out to the entire workforce.

Access to job critical documentation, policy, workflow and compliance.

### **GAME-CHANGING FORM:**

#### **“Good Catch” Safety incident reporting**

For the “Good Catch” form alone, there has been a 73% increase in form submission. This has significantly increased visibility into issues regarding accident prevention, quality, and liabilities in a highly dispersed workforce. An incident is **2.5x more costly** than stopping to document and correct a potential issue.

In addition to **making workflows more efficient, simplifying permitting, saving time, and increasing productivity**, digital forms have given East & Westbrook unprecedented insights into patterns across the organization. They are now able to identify consistent issues and successes with specific work crews, project managers, and job sites. **Pattern identification allows them to take strategic actions to make the organization more efficient & develop stronger leaders.**

This is one word-of-mouth message that everyone at East & Westbrook is sharing: **“Download Red e App now.”** other common phrases are **“I just Red e App’d you,”** and what they aren’t hearing as much anymore is **“I didn’t know that.”**

# WHAT ARE EAST & WESTBROOKS' LEADERS SAYING NOW?

East & Westbrook originally sought out Redeapp as a solution to improve communication with our workforce, a majority of whom do not have company email. Instead of keeping and updating a database of employee home and mobile phone numbers, we are able to quickly and easily communicate directly with individual employees, project teams, departments or the entire company. **The engagement on the app has exceeded our highest expectations.** But with additional support from Redeapp, we were able to take the platform a step further and digitize our most frequently used reports and forms. **Now we have almost every communication tool at the fingertips of any employee who would need access, and when they utilize these forms, they are seamlessly distributed to our management team.** Redeapp has provided a huge boost to our information sharing and efficiency in a few short months of adoption.

**Jonathan Westbrook**  
President | East & Westbrook



When you have crews spread out on multiple job sites and in some cases, over multiple states, you need to be able to communicate information in a timely manner. Red e App, gives us the ability to minimize the distances and communicate with everyone at one time. It has helped us maintain our culture of Safety and Quality because issue can be avoided or addressed before things happen. **This has been an invaluable tool for our operation.**



**Tim Ernst**

Human Resource Director | East & Westbrook

red**e**app

**Now you know.**