The MASYC Group, Inc.

Warranty Management

The Homebuyer Lifecycle Software Solution

The MASYC Group, Inc. has developed a portfolio of solutions for managing a Homebuyer throughout the lifecycle of homeownership. Our solutions help the Homebuilder with supporting the process of bringing buyers to communities *(as a Lead)*, **configuring the home for the Home-buyer** *(as an Opportunity)*, **Managing the building the home** *(as a Buyer)* **and sup-porting the Buyer after the sale** *(as an Owner)*.

Leads

Capture leads from builder's web site, email campaigns including microsites & landing pages. Use this information to drive prospects to your communities.

Solution: *Oracle's On Demand Market-ing and CRM solution with MASYC's CRM Template for Homebuilders*

Opportunities

The buyer arrives at the community, learns about the selections available, develops various configurations and works to a purchase agreement on their dream home.

Solution: *MASYC HomeBuilder Sales Solution*

Buyers

With a signed sale agreement Operations starts the building process. Creates pur-chase orders, schedules work and at escrow close of the home.

Solution: *Oracle 's Homebuilder Management*

Owners

Close of escrow is the end of the sales cycle, now, for the Homeowner, the War-ranty Department is their key contact with the builder. This MASYC solution sup-ports the Warranty team supporting the Homeowner.

Solution: *MASYC Homeowner Warranty*

Services Available

- Technical Support
- Installation and Setup
- Maintenance
- CareOne Support Plans

The MASYC Group, Inc. has enhanced the standard Oracle **Service and Warranty Management Solution** to fit the requirements of homebuilders as they support homeowners. Now the warranty process transitions homebuyer information from Homebuilder Manage-ment into warranty records. The enhancements from MASYC automate several manual steps including the creation of cases as part of the escrow close process. In addition to this important integration to Homebuilder Management, the MASYC enhancement provides homebuilders with a full featured warranty solution.

The MASYC Homebuilder Warranty Solution is the re-sult of working with builders for over twenty years, con-figuring solutions in World, OneWorld and now provid-ing a feature rich Homebuilder Warranty Solution built using the EnterpriseOne Tool set.

The **Warranty Workbench**, a single form which is pic-tured above, contains distinct quadrants that mirror the warranty business process. Starting with Owner infor-mation created from the escrow close process.

A warranty representative creates specific cases, and applies work orders for tasks to be completed.

Finally purchase orders are applied to the work orders to manage the commitments & back charges.

Throughout the process hot-linked data fields allow quick access to the detail windows. Tabs, action buttons, and many of the other newest interface fea-tures of EnterpriseOne are provided to complete the user experience.

Strengths

- *Developed using the EnterpriseOne Toolset*
- *Access warranty information from a central Warranty Workbench*
- *Share common information between applications reducing redundant data entry*
- *Tight integration of Warranty information to Homebuilder Management and the Homebuilder Sales Solution*

Differentiators

- *Review the entire history of a house within a single powerful form.*
- *View options, preferences and contractors with the click of a button.*

Innovations

- Trade Partner Ratings
- "Click-to-Print"
- In-application emailing to field
- Track Back charges even to out-of-business subcontractors

Solutions For HomeBuilder Management

Warranty Management
Continued

MASYC's *Homebuilder Warranty Solution* streamlines the transition from escrow close to customer care, improves communication between the builder and trade partners, and provides a user-friendly interface where rich, relevant information is presented for analysis. Customized specifically for the homebuilding industry, the solution helps identify risk trends and provides the ability to measure trade partner performance. This allows customer service departments to focus more on the homeowner experience and less on chasing down follow-ups, calling into the field, and faxing work orders.

"What paint color is the trim on my house?", *"Which trade partner installed the cabinets?"* are the types of questions that are easily answered for each lot within the first of four inter-related forms that are displayed as one. Search by customer, street address, or the builder's lot number in order to quickly retrieve the entire history of the house; including service requests, work orders, and purchase orders.
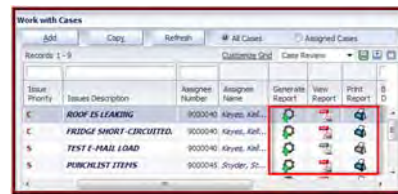
Initial service requests are created automatically at escrow close based on the builder's specific touch points. This saves time by reducing redundant data entry and ensures a standardized approach to customer service. MASYC's *"Click to Print"* is used for printing customized service requests is one of the many productivity improvements included on this form.

Improved communication between builder and trade partner is accomplished by using MASYC's *"Click to Email"* functionality for work orders. There are more than two dozen configurable codes available for use in tracking information such as failure causes, whether service is under warranty or not, and back-charge eligibility…to name a few. This information is essential in order to provide robust service management reporting and trend analysis.

Ease of use and reduced data entry were foremost in the design for managing purchase orders. Purchase orders are created with the simple click of a button and relevant information is pulled from the associated work order, including cost and accounting information. This functionality extends to back charges and out of business back charges!