

Case Study

CROSSLAND
CONSTRUCTION COMPANY, INC.

Zavanta Software Helps Crossland Construction Streamline Growth Across Diverse Operations



Our Client

Crossland Construction Company, Inc.

What started as one man's pursuit of the American Dream out of his family garage has grown to a team of more than 1,500+ employees. Today, Crossland is recognized as one of the top construction firms in the nation, with multiple businesses and locations across the United States.

Crossland Construction Company is ranked among our nation's top General Contractors. Regardless of project size, Crossland offers a wide range of construction services and their capabilities enable them to set the pace of construction, control project costs, and set standards in quality and safety. They truly are Real Builders, capable of self-performing many aspects of the construction process. This competitive edge ranks them in the top 5 steel erectors United States. Crossland commits to building exceptional facilities and lifelong relationships with their valued customers.

Business Challenge

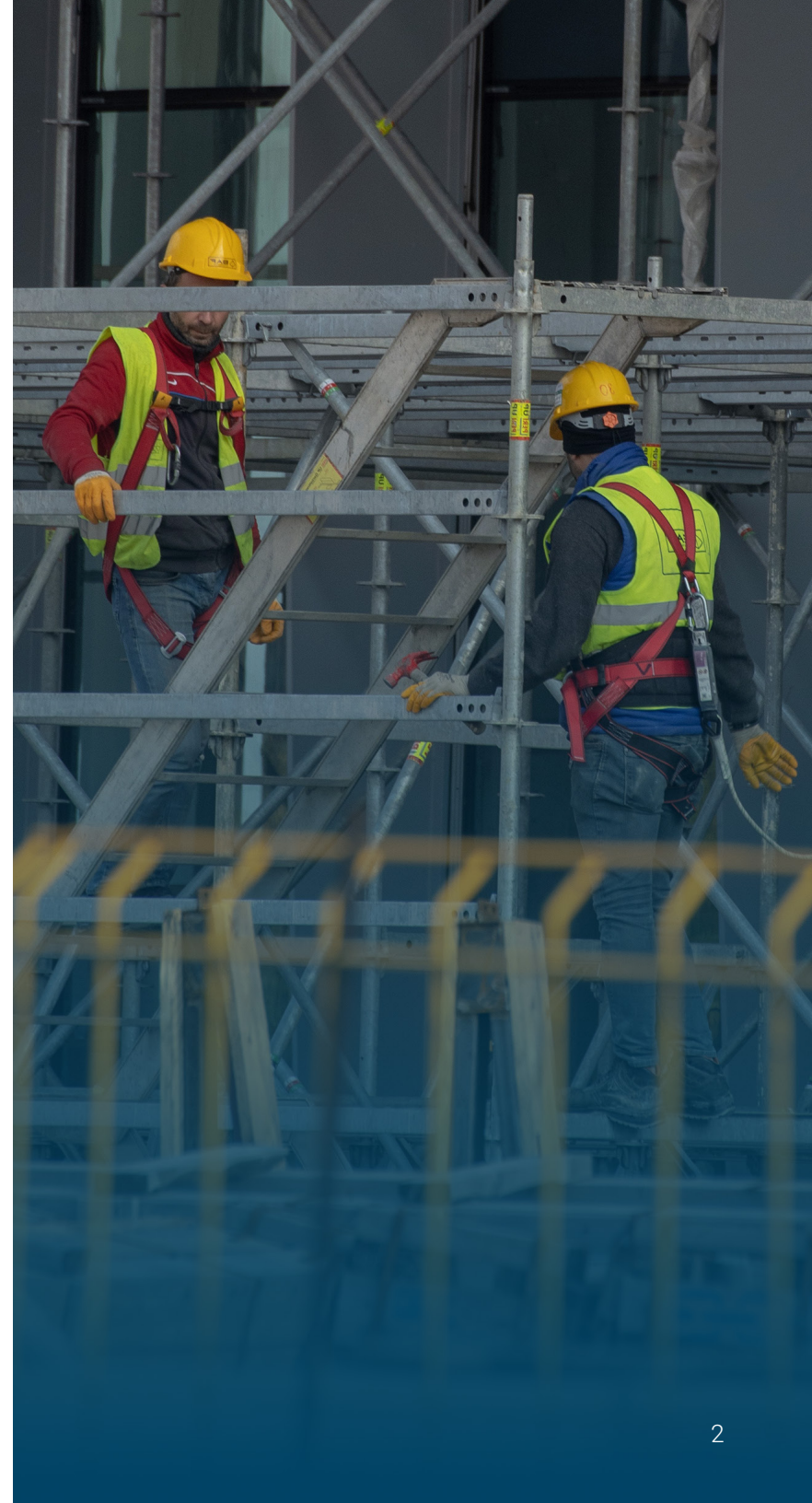
Crossland Construction started as a family business, so in the early days, it was easy to communicate standards, values, and how things were to be done. This is a common challenge all organizations in expansion mode face: How to standardize operations and grow without spiraling out of control.

According to Loretta Maine, “Our CEO met with larger, successful organizations to see how they operated. Something these companies had, that we didn’t, was a way to communicate to employees ‘how we do things’. We needed to make ‘The Crossland Way’ accessible to everyone.”

“How to” communication was done in meetings and by email.

“The various departments probably had procedures and guidelines, but it wasn’t available across the organization. Most ‘how to’ information was communicated in emails, handouts, and in meetings. We needed to have a better way, especially when we hire new employees or subs.”

As they began to expand, their CEO visited with larger companies to better understand how these types of organizations maintain their success. According to Loretta Maine, The Crossland Way/LEED Coordinator, “Something these companies had, that we didn’t, was a way to communicate to all employees ‘how we do things’.”



Crossland Portal: Easy to search, accessible 24/7 from any device

Since 2014, Crossland Construction implemented Zavanta as its platform to capture and communicate policies and procedures across departments and locations.

Crossland implemented the Zavanta desktop version in 2014 and has since converted to the cloud version. Loretta Maine conducted the solution search, implemented the initial system, and continues to oversee their Zavanta system today.

Field personnel can access the Portal from their mobile devices; office personnel use their desktop computers. Analytics tell managers what people are searching for; where they need help.

“We call the employee Portal that Zavanta generates ‘The Crossland Way.’ All employees have access to it. It has helped us maintain our core values and standardize how things are done across nine offices.”

- LORETTA MAINE
Crossland Way/LEED Coordinator

The screenshot displays the Crossland Way employee portal interface. At the top, the logo reads "THE CROSSLAND WAY". Below the logo is a navigation bar with "EMPLOYEE RESOURCES" and "CROSSLAND CONSTRUCTION PROJECT MANAGEMENT". A search bar is located at the top left. A sidebar menu on the left lists categories: EMPLOYEE RESOURCES, HANDBOOK POLICIES, FLEET, EDUCATION, IT HELP, OTHER RESOURCES, CROSSLAND CONSTRUCTION, CROSSLAND HEAVY, and SUPPORT DEPARTMENTS. The main content area is titled "HANDBOOK POLICIES" and features a table of documents.

Document Number	Document Name	Document Type	Date Modified
HB-101	ABOUT THIS HANDBOOK (CONTRACT DISCLAIMER)	Policy	3/16/2018 4:16 PM
HB-102	NATURE OF EMPLOYMENT ('AT WILL' EMPLOYMENT)	Policy	3/16/2018 4:15 PM
HB-201	OPEN DOOR AND RESOLVING CONCERNS	Policy	3/16/2018 4:17 PM
HB-202	EQUAL EMPLOYMENT DISCRIMINATION		
HB-203	DISABILITY ACCOMMODATION		
HB-204	HARASSMENT-PROHIBITED		
HB-205	PERSONAL RELATIONSHIPS		
HB-206	UNION-FREE WORKPLACE		

The detailed view of the "Job Site Clean Up Policy" (Document Number: FLD-004) is shown below the table. It includes a "General Description" section with a plan for staying clean, a "Purpose" section stating that cleanliness is a core value, and a "Responsibility" section listing Superintendents and Project Managers. A "Revision Management" table shows a single revision (v1.0) dated 1/18/2018 1:41 PM, recorded by Loretta Maine.

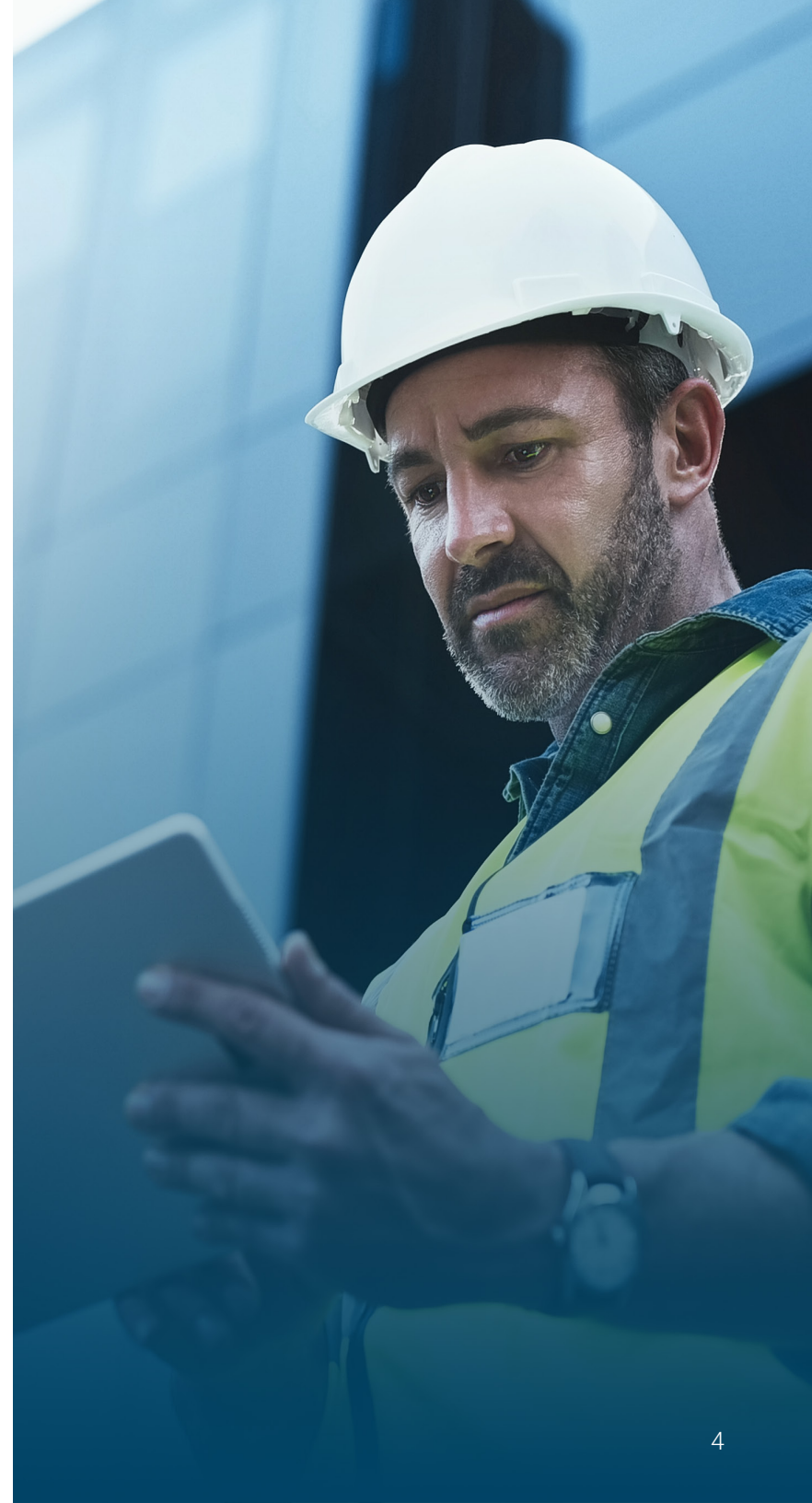
Continued Partnership

The long-term vision is to expand Zavanta usage to even more Crossland Construction departments. Currently, the Company is implementing a new project management system. Post-rollout, Zavanta will be used as a place for current employees to get help on the system.

“Everyone is excited to get the procedures for the new project management software into Zavanta. In addition to our Portal, Zavanta’s Manual Maker will be very helpful in creating manuals for training new people. “

“With Zavanta, having a template that asks me questions and walks me through all the information needed has been very helpful.”

“We also love Zavanta’s Manual Maker. It’s easy to give new people something they can read. We don’t print a lot, but sometimes we need to, and this feature makes it so much easier.”





About Comprose

We are dedicated to helping people thrive by gaining access to accurate, updated “how to” knowledge anytime, anyplace, in any language.

Everything we do – our method, our software, our advice – is focused on one thing: helping our clients achieve their strategic goals by getting procedural knowledge out of peoples’ heads and shareable.

We’re passionate about the power of good systems and clear standard operating procedures because of the tangible results we’ve seen our customers achieve: agility, reduced operating costs, faster training, predictability, and greater transparency.