

# Zavanta Software Helps Crossland Construction Streamline Growth Across Diverse Operations

#### Summary

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.

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'."

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

"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 9 offices."

Loretta Maine, Crossland Way/LEED Coordinator



#### **About Crossland Construction**

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. For more information please visit: www.crossland.com.

#### **Business Challenge:**

### How do we maintain The Crossland Way as we grow?

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. TRUST
RESPONSIBILITY
INTEGRITY
PASSION

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."

#### Zavanta Implementation:

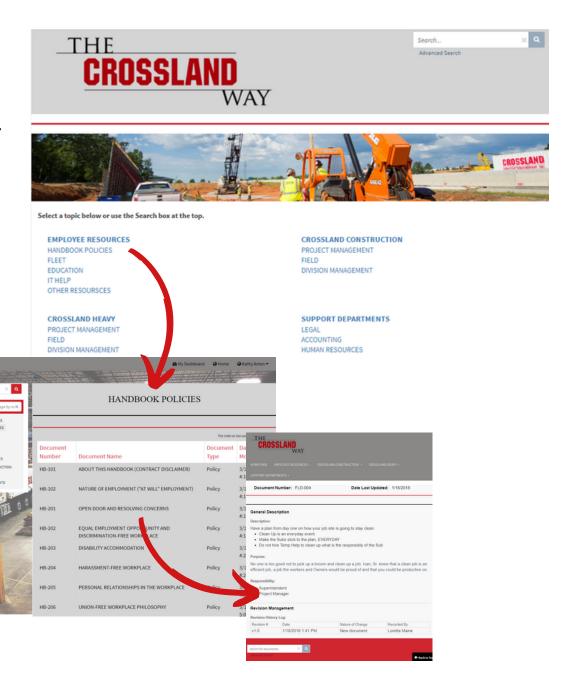
### **Everyone knows "The Crossland Way"**

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.

#### Crossland's Portal:

## Easy to search, accessible 24/7 from any device.

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.





#### Other Zavanta Benefits:

"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."

#### What's Next:

The long term vision is to expand usage of Zavanta to even more departments in Crossland Construction. 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."



COMPROSE's Zavanta is a cloud-based software system for capturing and sharing operations knowledge. Zavanta enables any organization to communicate Processes and Policies in a way that empowers employees and helps them work smarter. Managers have a single system for operations, compliance, and training

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