



Field Squared



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Using Technology to Provide Better Service on the Water: Sea Tow Implements Digital Dispatch and Job Management by Field Squared**

*Mobile Workforce App Implementation Provides Improved Customer Communications  
and Increases Efficiency*

**SOUTHOLD, NY** – Sea Tow Services International, Inc., America’s leading commercial on-water assistance provider, and Field Squared, a leader in mobile workforce mobile application development solutions, today announced a technology initiative that will provide a new level of communication for members in need of on-water assistance and capture field data more efficiently.

Field Squared provides Sea Tow’s 600 Captains and near 100 franchisees their mobile field operations management software that is accessible via multiple platforms including a mobile application. Benefits of the software include:

- **Eliminates use of paper:** Invoices are simply emailed to customers, and all other related data is synched with the internal servers. No hassle of paperwork, no messy handwriting to decipher.
- **Efficient and timely dispatch:** Time is saved by knowing exactly where all of our Captains are located at all times, so the closest vessel can be dispatched to help a boater in need.
- **Real-Time Text Notifications:** Customers receive text messages with contact information of their Sea Tow Captain, and an estimated time of arrival for added peace of mind.

Jim Foley, Sea Tow’s CFO, who also oversees the company’s technology department, led the transition to the new system. Foley stated, “Since we’ve switched to Field Squared, several improvements have been seen. Our dispatch process has become more efficient than ever; we’ve dramatically shortened the time from when a boater calls for assistance and a Captain arrives on scene. It’s exactly the tool we need to provide the best service for our members and other customers. It’s also improved the quality of life for our Franchisees and Captains since they can access calls for assistance directly from their mobile devices.”

## **Sea Tow Implements Digital Dispatch and Job Management by Field Squared**

“Additionally, we now have real time reports on the number of calls, what type of call, the outcome of each call and much more which will allow Sea Tow to provide even better customer service,” said Foley.

Sea Tow and Field Squared were able to roll out the new mobile workforce app and software to a majority of the company’s nationwide franchise locations in only 8 weeks. Most franchises were able to start using the app after a single training day – completely eliminating downtime. In this way, Field Squared provided a solution that unified all franchisees of the Sea Tow Corporation.

“Our deployment with Sea Tow is the perfect use case for demonstrating the configurable solutions that we offer to enterprises with distributed workforces,” said James Sanders, the VP of Product at Field Squared. “It’s a fully integrated solution, configured exactly for Sea Tow’s needs. We’re excited about it, and we’re excited about how our software will improve Sea Tow’s operations and provide a better and safer quality of service for their customers.”

“People will always be out on the water enjoying themselves, that will never change, but what can change, however, is the way we assist those people through better technology,” Foley added. “We have already seen a much better response time through the Field Squared app and have received nothing less than positive feedback from our members.”

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### **About Sea Tow**

Founded in 1983, Sea Tow Services International Inc. is the largest on-water assistance fleet for boaters consisting of nearly 100 franchise locations across the United States with additional locations in Europe, the U.S. Virgin Islands and Puerto Rico. Headquartered in Southold, NY., Capt. Joe Frohnhoefer established the family-owned company to provide non-emergency assistance to boaters on the water after the U.S Coast Guard stopped servicing non-emergency calls. Known for their “distinctive yellow boats”, Sea Tow’s network of dedicated US Coast Guard licensed captains, crew, and support staff, are standing by 24/7 to serve its members and other boaters in need. Sea Tow also responds to emergency events, natural disasters, environmental response and oil spill cleanup. For more information, please visit [seatow.com](http://seatow.com).

### **Serving Boaters Since 1983**

### **About Field Squared**

Field Squared is passionate about developing software that helps businesses, operations personnel and field technicians thrive. Their Mobile Applications Development Platform is beautifully designed, easy to use and requires no code development. For more information, or to schedule a demonstration please visit [www.fieldsquared.com](http://www.fieldsquared.com), or call 1-877-737-0309.

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