



Breaking It Down

How to explain the transformative power of working with a facilities management partner to your CFO

As a facilities manager, you have to work with a lot of people across your organization. With hundreds of locations, assets, and providers to track, staying on top of everything is difficult even when things are going well. And when you don't have visibility into your facilities' performance and finances, it can be even more difficult to collaborate with the chief financial officer and the finance department.

Manage your business with a partnership.

A facilities management partner like ServiceChannel can help, but because CFOs are primarily concerned with your business' overall budget spend, getting them on board to bring in a new partner can be tricky. So how can you get your CFO to sign off on a facilities management partnership?

This guide will help you articulate the value of working with ServiceChannel in language that will resonate with your CFO, including new ideas about how you can frame the partnership as a way to increase your business' visibility into facilities spend, performance, and risk.



Critical Area #1: Financials

YOUR CFO WANTS TO KNOW

Why should I care about facilities and why we are spending what we're spending?

You're responsible for coming in and under budget every year. But your facilities budget continues to shrink, and inflation can impact your program costs. Without the data that gives you visibility into what you're actually spending, you can't really talk with your CFO about what you're spending, why you're spending it, or who and what you're spending it on.

FINANCIAL TALKING POINTS

1. Partnering with ServiceChannel will give us the visibility into our facilities spend that we're currently lacking. This will make it easier for everyone to see where our budget is helping us maintain our brand, where it's supporting our customer service, where we're overspending, and where we can optimize our facilities spend.
2. Our facilities need to be managed like a business. This visibility will help us confirm that our spending aligns with our business strategy and priorities and can help us identify where we can better align.





Here's an example you can share about what your business can expect to see with ServiceChannel as a partner:

Working with ServiceChannel will allow our team to stay on top of changing consumer demands and business environments and run our business more effectively.

To create more profitable locations, we've been investing in online ordering and curbside pickup and the technology that makes those possible. Our locations weren't originally built with these capabilities, so we're retrofitting them.

By partnering with ServiceChannel, we'd have access to analytics that would provide visibility into where we should be investing in this technology. This visibility will help us maintain our most profitable locations and identify where we're spending too much on lower revenue locations.

We'd also be able to see where we're spending our budget on proactive maintenance to keep online orders running. This visibility will help us meet our customers' expectations, avoid unnecessary downtime, and avoid overspending on reactive repairs that we could have prevented.

*ServiceChannel
will give you the
visibility you need
into your facilities
and their spend.*

Critical Area #2: Operational Performance

YOUR CFO WANTS TO KNOW

How does facilities affect the consumer and store personnel experience and how does it affect our bottom line?

Because facilities are the backbone of your physical spaces, it plays a huge role in customer experience. When you manage your facilities in an optimum way, you are not only ensuring that your locations are set up for the best possible customer and employee experience, you're also preserving your brand.

Poorly run systems divert employees' attention away from customers, which can have a negative impact on sales. That's why investing in locations is a crucial part of providing exceptional service to customers: this investment helps your staff provide customers the experience they deserve so they keep coming back.

OPERATIONAL PERFORMANCE TALKING POINTS

1. By partnering with ServiceChannel, we'll have access to visibility, control, and automation in our facilities to help us streamline our communications and reduce disruption in our operations. All of this will help us continue to provide consistently great service to our customers.
2. We'll also be able to ensure that repairs are completed quickly and proactive maintenance is executed as planned, and we'll have access to site audits to help us track our brand standards over time.
3. Facilities impact our brand, customer experience, and ultimately sales. Having the right platform ensures we automate our workflows and increase the uptime of our assets, which will reduce costs, lost sales, or product.





Here's an example you can share about what your business can expect to see with ServiceChannel as a partner:

Emergencies happen in our facilities, and we have to address them quickly. But how do we know that our resolution time is fast enough to meet our customers' expectations?

If we aren't fast enough, or if our resolution time trends in the wrong direction, we could either be at capacity and need additional support, or we could have underperforming service providers. But we won't know without having visibility into the process.

By partnering with ServiceChannel, we'll get that visibility into our capacity and our service providers to ensure we always meet customers' expectations.

This investment helps your staff provide customers the experience they deserve so they keep coming back.

Want to calculate the potential ROI right now?

[Learn More](#)

Critical Area #3: Asset Performance

YOUR CFO WANTS TO KNOW

Where do we need to invest to improve performance and lower our total cost of ownership (TCO)?

As you work to keep costs down within your facilities, you have to watch every dollar you spend while ensuring your facilities perform at optimum levels. Without having access to data to help you categorize which dollars are being spent on which assets and where there are opportunities to lower TCO, it's difficult to identify which assets are performing well. Plus, it's tough to proactively address issues that could help lower your cost of owning those assets — and ultimately, help you reduce any costs that would come with having assets that are down.

ASSET PERFORMANCE TALKING POINTS

1. ServiceChannel's capabilities will give us visibility into our asset spend. This will make it easier for us to categorize and complete our spend detail for assets, and it'll be easier for us to understand TCO and have greater ability to lower it.
2. This visibility will also help us have a more predictable facilities management budget, which can reduce our facilities' risk and reliability. With a direct line of sight into our assets, we can be more proactive with our maintenance so we don't lose money from assets that go down.





Here's an example you can share about what your business can expect to see with ServiceChannel as a partner:

We know we lose money when our assets are down, but right now it's tough to see how much of an impact that truly has on us.

- How much are we really out if our flat-top grill is down in our restaurant?
- How much revenue do we lose?
- How do customer wait times and bad experiences contribute to that lost revenue?
- What does a broken refrigerator really do to our facility?
- How much will the lost inventory — that must be thrown out and replaced — cost us?
- How does this impact our customer experience?
- Will a customer who buys a bad product from that refrigerator not return?

We don't have an easy way to track and categorize all these assets in our facilities that will make it easy for us to see an asset's condition, age, or how long it takes to fix any issues in an emergency. And we need all this data for a justifiable TCO.

By partnering with ServiceChannel, we'll get the visibility we need into this data. This visibility can help inform our capital planning by allowing us to identify which assets we should prioritize for replacement to help us reduce disruption from downtime, product loss, and ultimately lost sales.

Want to learn more about the importance of asset management?

[Learn More](#)

Critical Area #4: Provider Performance

YOUR CFO WANTS TO KNOW

Are we working with the best providers in the market? And is our network performing well enough to meet our brand standards?

Reliable service providers help your facilities function at their highest levels. Putting together a high-quality network of providers can help minimize risk and liability as issues are quickly addressed, and it can even help you take a step back from personally engaging with each location.

But putting together this network is challenging to say the least. Not only is it difficult to find reliable contractors without some sort of trial period, but that period could inadvertently introduce errors into your operations. So building a reliable network can take years.

PROVIDER PERFORMANCE TALKING POINTS

1. ServiceChannel has a trusted network of proven providers that can help us quickly address issues and complete repairs in our facilities. We don't have to have our own costly trial and error process of building our own network.
2. With this trusted network, we know providers are charging us what we agreed, informing us of any changes, and showing up on time. All of this can help us reduce our facilities spend as we choose to outsource what work our providers could handle.
3. With consistently reliable providers that quickly complete repairs, we reduce the risk of going over budget and the potential liability that comes with ongoing issues. We can track and manage all of this.





Here's an example you can share about what your business can expect to see with ServiceChannel as a partner:

We currently don't have an easy or accurate way to monitor our providers and how well they address issues or repairs that come up.

Without that, we have no way of easily seeing how much money we're spending on providers, if we're paying what we originally agreed to, or if they're invoicing us for only time onsite and charging agreed-to markups on parts or materials. These are all opportunities for us to identify where we can be saving money on our facilities spend without sacrificing quality.

By partnering with ServiceChannel, we'll have access to a trusted network of providers and get visibility into their speed, quality, price, and engagement. This will help us ensure we're working with the highest quality providers we need to keep our facilities running and our customers happy.

Want to learn more about how partnering with ServiceChannel helps you optimize your provider network?

[Learn More](#)

Critical Area #5: Compliance

YOUR CFO WANTS TO KNOW

Are we mitigating our risk so we can avoid financial and legal liability and brand damage?

For you to achieve full peace of mind about your facilities, you need to know that your facilities teams and assets are following all required rules and regulations. Plus, your company likely has ESG and diversity goals. But without the ability to consistently verify that your team, partners, and assets are meeting all business and insurance requirements and safety standards, you won't be able to know that your facilities and providers are all helping you support those goals.

COMPLIANCE TALKING POINTS

1. Partnering with ServiceChannel can help our company be in a better position to consistently meet all of our industry compliance standards. We'll also have the option to partner with approved providers that will support our diversity and ESG goals.
2. Because ServiceChannel is fluent in the compliance standards we need to meet, we'll also be in a better position to mitigate our risk of liability or brand damage.





Here's an example you can share about what your business can expect to see with ServiceChannel as a partner:

We're not only responsible for our own compliance, but for our providers maintaining compliance. If we can't guarantee they're also meeting the required compliance standards, we open the business up to major risks and possible fines and litigation.

By partnering with ServiceChannel, we'll have access to a network of providers and will easily be able to see how many of them have signed an MSA and have potential conflicts of interest.

Partnering with ServiceChannel can help your company be in a better position to consistently meet all of our industry compliance standards.



The keys to successful conversations

As you continue to talk with your CFO about partnering with ServiceChannel, remember that they will likely be more receptive if you can elevate your conversation by discussing the impact your team has on the overall business and how investing in your program can help drive sales, improve customer experience, and preserve the brand. Be sure to broaden your message and align your goals with that of the organization.

Cover all **five critical areas** throughout your conversations.

1. **FINANCIALS**
2. **OPERATIONS**
3. **ASSETS**
4. **PROVIDERS**
5. **COMPLIANCE**

- Be prepared for follow-up questions the CFO may have about each area and about how ServiceChannel can help. Write a short list of questions that you anticipate the CFO may ask, and ask a teammate to review the list to see if anything's missing. Then, practice how you'd answer these questions.
- Clearly connect how ServiceChannel's capabilities will help your company become more efficient in each of the five areas. We provided some examples here for how you can do this. You can use these examples in your conversations, or you can create your own.
- Find out how your CFO likes to receive information. Maybe they prefer a numbers-heavy document with data and percentages. Or maybe they hate presentation decks. Ask your teammates or someone on the finance team about what your CFO prefers, and have supporting documentation that you can leave with the CFO as you continue having these conversations.
- Practice! When you practice having these conversations out loud, this preparation will help you become more confident and less nervous when it's time for a discussion. This will help you come across as a confident, respected team member.



As a partner for your business, ServiceChannel offers the visibility that your facilities need to become more agile and achieve peak performance.

You'll get an industry-leading SaaS platform that offers a single source of truth to monitor and improve facility performance and finances, as well as access to a Service Provider Marketplace that connects businesses with top performers and professionally managed services.

All of this can help you gain more control over your facilities spend and budget. Plus, this visibility gives you and your CFO easier access to data so you can make more informed decisions about purchases and improvements — decisions that can help put your business on a path to success.

For more ideas about how to prepare for your conversation, check out our ebooks, case studies, podcasts, and more.

[Start Exploring](#)