CONSULTING CASE STUDY

Launching FlexTek by Building a Global Network of Independent Technicians for a Major Installation Project

Customer: National Building Services Company (Technical Installations)

Date: August 2007 – March 2008

Challenge

The client was tasked with installing Wi-Fi systems for a major telecommunications provider across **27,000** McDonald's locations worldwide. Each installation had to be completed overnight within a **five-hour window**, ensuring every site was **fully operational by morning**. The challenge required flawless coordination, scalable resources, and real-time execution across multiple time zones..

Approach

1. **Assessment & Strategy:** Conducted an in-depth consultation with the client to design a **nationwide** sourcing and scheduling strategy capable of handling time-zone complexities and overnight installations.
2. **Network Development:** Designed and built a **service desk model** supported by a newly formed network of independent technicians, allowing rapid deployment and flexibility without reliance on full-time staff.
3. **Process & System Creation:** From August through December 2007, developed a custom technician management system for **scheduling, ticketing, and reporting** — transforming a previously paper-based operation into a scalable digital workflow that ensured accuracy and accountability.
4. **Launch & Execution:** Officially **launched FlexTek** (then FlexTek Resources) in March 2008 to manage nationwide coordination. Oversaw rollout operations across the U.S., followed by expansion into Canada, South America, and Mexico, **providing end-to-end oversight of technician logistics, scheduling, and performance metrics.**

Outcome

1. **Operational Excellence:** Completed **11,000+ installations with a 97% first-time success rate**, meeting all overnight service deadlines.
2. **Global Expansion:** Grew FlexTek's independent network to **4,800+ skilled professionals** across North and South America.
3. **Strategic Growth:** The project became the foundation for **FlexTek's long-term model**, establishing its reputation as a leader in building large-scale, on-demand technical workforces.
4. **Enduring Partnerships:** The success led to **multiple follow-on projects** with this customer, including fully outsourced technician hiring programs for their global telecommunication & networking customers, sustaining a trusted client relationship for **over six years.**

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