

Making It Personal: 3 Ways to Customize Workflows for the Construction Industry



Now that so much technology is designed to meet the customer's unique needs, construction professionals want products that have been custom designed for their own use. However, customization of workflows involves numerous considerations.

In an era of smartphones and other technology designed to meet the customer's unique needs, workflows for

construction professionals are no different – everyone wants to feel the product has been custom designed for their own use. Every project, while it may fit into a standard process, has different aspects. The winner today is the one who can provide flexibility to meet these distinctive requirements on each and every project. To customize workflows, though, many areas have to be taken into consideration.

At [GeoMax](#), part of Hexagon, we take a well-rounded approach to ensure we can provide the high-level service that offers security while also providing that flexibility to meet our customers' unique needs. How do we do this? We focus on three core areas that are critical to our business:

- **Stay close to the customer**

You can do all the market segmentation and industry studies you like to best understand your audience, but what really matters is how well you can treat your customer as an individual. To be able to do this, you have to know how the workflow fits into their project and knowing this takes time on construction sites talking to your customer and experiencing the day-to-day nuances they work through. With more than 10 years working with the construction industry, GeoMax has come to deeply understand these niche areas.

- **Co-create solutions**

Once you understand the unique needs of your construction customers, you can start developing and designing solutions to help overcome them. Don't, though, do this in isolation. When we created our [GeoMax X-PAD](#) software, we were consistently bringing in customers who support in testing to help us best understand how it worked for them, tweaking the design, adding interfaces to overlay data, and bringing the information they most needed to the forefront.

- **Be selective**

We are completely open to requests from our customers, but we review these requests through a selective lens. With such a close working relationship with construction professionals across the globe, our customers mainly make requests that support the overall industry. This makes it easy and sensible for us to incorporate. When there is a one-off request that doesn't seem to multiply the benefit, though, we do look at other support options. Also, be sure you only work those that align with your values and objectives. For example, GeoMax service partners must be technically certified and individually educated and trained in the GeoMax core business before they earn the classification as a partner.

Providing personalization in workflows is an added value to customers. Being close to the customer, co-creating our solutions, and selecting the best options enables us to focus on our customers as individuals with unique needs, ensuring GeoMax is there to support them on every construction project. With 20,000 satisfied customers and 250 loyal partners around the globe, we can say with confidence customized workflows do pay off.



With close to 20 years of experience working in the construction industry, Katherine Broder is the president of GeoMax.