

Using A Construction Accounting Software To Improve Your Customer Satisfaction Rate

**Complimenting Business Management
For Better Business Landscape**

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Introduction

Over years, customer satisfaction has become a business goal that manufacturing, production, and other industries are aiming to achieve. This, in turn, has brought a change to customer expectations, making them more selective of their choices. Also, the rise in the competition has driven the construction industry to prioritize customer satisfaction in order to grow their economic landscape.

The goal of earning business opportunities and customer retention has made construction contractors strive to be the best in the industry when it comes to customer expectations. Since meeting such goals demand better client services and timely accomplishment of project deliveries, contractors have started to move towards construction accounting and project management software to stay on top of the business requirements.

Why is it Necessary to Improve Customer Service in Construction Industry?

Amid the hustle to improve business performance using construction accounting and project management software, it is essential to understand why it is necessary to aim for customer service improvement. If you are wondering the same, here we have listed a few good reasons:

Customer Retention: When you are a construction firm that is delivering services, client retention is the topmost priority. The retention not only helps you maintain consistency with revenue but also brings you better business options adding to the cash flow.

Referrals: Receiving client referrals help expand your footprint and grow your business. After all, the likeliness of recommendations improves naturally when you existing customers are happy with your services.

Competitive Advantage: When you are able to serve your clients with on-time deliverables, it helps you get ahead of the competition. However, this requires you to choose the right construction management software that can help you drive the scope of the project.

Revenue: Last but not least, a construction firm that can handle multiple projects at the same time without surpassing the original estimated time and budget will increase revenue. In other words, happy clients lead to better business, and better business calls for better profits.

Therefore, it can be said that good client service in the construction world is a win-win situation for any contractor. It helps you to create and maintain client relationships which can bring you great business value in long term.

How an Integrated Construction Accounting Software Can Benefit Service Management?

Understanding Customers

Working on integrated construction accounting and project management software helps you keep your project information in one place. This allows contractors to have complete access to project progress reports, resources, expenses, change orders, and more. With access to this data, it is easier to understand and resolve customer queries, leaving no room for discrepancies or loyalty compromises.

Less Cycle Time

When it comes to customer service, an integrated solution can help reduce cycle time for work order and invoice generation. With access to time, budget, and resources, project owners could be easily kept informed, improving the sales process as well as payment processing.

Easy Access for The Customers

Using construction management software brings great ease to the customers. The user access provided to project owners gives visibility over routine progress as well as other data related to resources, labor, and payments. For instance, working on the dashboard of ProjectPro allows project owners to check work orders, the status of active jobs, and the closure of the work orders.

Better Operational Control

When it comes to productivity and customer service, faster response time allows a contractor to increase customer satisfaction. Using integrated construction accounting and CRM software that allows effective financial and resource management improves the entire project management process. Moreover, it can even help to coordinate between site and office staff to advance the response time for any work orders generated through the system.

Deliver More Power to Staff

Lastly, an integrated construction accounting software can help deliver more power to your staff, especially the project managers, subcontractors, and other executives. With better access to customer data and history, they can quickly respond with any advice or change suggestions, while working on estimates, creating job requests, work order management, and overall reporting.

All in all, it allows contractors to focus on what is important for their business. With added productivity and improved profitability, contractors can have improved coordination which can help to respond faster on multiple projects without any chances of errors or delays.



ProjectPro is a cloud-based Construction Accounting Software Solution based on Microsoft Dynamics NAV/Business Central. It is designed to help construction firms work on construction project requirements related to Project Accounting, Resource Management, and Customer Relationship Management.

Streamlining the business processes for construction firms, real estate developers, and contractors, ProjectPro can be used to work on Integrating Data, Transaction Processing, and robust reporting. Moreover, the features like Cloud and Power BI helps the construction companies for improved Business Decision Making.

Some of the other features include Project Management, Project Billing, Account Tracking, Material Planning, etc. Moreover, ProjectPro includes Contract Management, RFQs, integrated TimeSheets, and keeps a user updated with real-time Notifications and Alerts. It also comes with a dedicated mobile technician app that can help with field service operations.


At ProjectPro, we help construction firms with customized software solutions to make their construction business sustain and grow in this digitally growing world. We help you turn your vision into a value with promising services and a pleasing customer experience.

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Take Care! Stay Safe!