

The Signal: Three Good Reports for Every Problem

How **EllisDon** turned the intelligence of its field crews into operational control across multiple active sites.

556 Entries from the field

4 Sites One connected view

99.5% Participation from the crew

<1 Day To close most issues



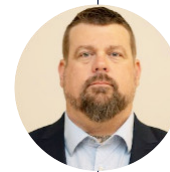
SUMMARY

EllisDon wanted safer sites, but the gains they made over the past decade by engaging Site Supervisors started to plateau. Engaging subtrades was the next frontier. EllisDon flipped the script from capturing failure to recognizing positive behaviors. But this generated exponentially more admin work beyond capacity. So every crew got an AI Safety assistant that would structure field reports via text message and photo. Once structured, however, it became more than a safety log. It became live site intelligence flagging blind spots and catching blockers before they became delays.

THE CHALLENGE

The difference was never attitude. It's the culture.

TYPE OF PROBLEM	WHAT HAPPENS	WHAT IT COSTS
Reactive, not proactive	Crews see problems, but they stay in their heads or go unresolved.	Hazards go unlogged, and issues sit with no owner.
Lack of Motivation	Crews stop reporting when they feel their contributions aren't recognized or appreciated.	Few crews take part, and the record only ever shows failure.
Admin overhead	Tighter control just adds admin, not leverage.	Crews only hear when something goes wrong.
No single view across sites	No unified way to see what's happening across multiple sites.	Patterns stay hidden without analysts to compare sites.



“We wanted a modern way to recognize positive safety performance, one that was easy for everyone on site to use without creating more paperwork. Crewscope delivered that and more. It has turned everyday safety activity into valuable field intelligence we can actually use, with new information coming in every day.”

Doug Van Moorsel, Regional Director - Health, Safety and Environment, EllisDon

THE SOLUTION

An AI Safety Assistant, reachable by text

EllisDon gave every project a named AI Safety assistant with their own dedicated phone number and email address. Workers send a photo and a brief description about what they saw. The AI takes it from there to close-out and logs everything, so there is no admin. The site team always stays in control. They are the authority on what gets written to the project record.

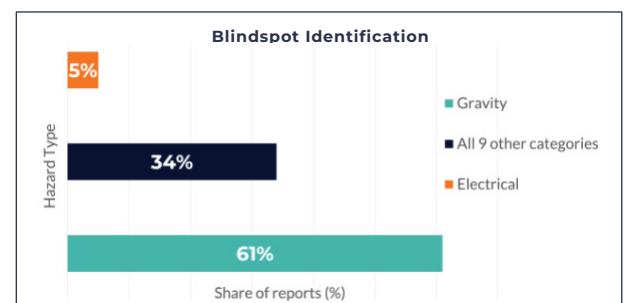


WHAT THE INTELLIGENCE REVEALED

The AI caught the blind spots

Capturing reports is only half the story. Every report is sorted into the energy wheel, all 11 hazard types. That let the system show which kinds of risk were being under-reported. Electrical barely showed up, even though it was present on site. That gap was the warning, and it got caught before it caused harm.

Gravity dominates at 61%. That concentration is exactly what can hide a thin category. Electrical was a blind spot until crews started observing it.



Trends that point to where to focus next

The breakdown by hazard type, and by site, showed leadership where to aim. With the look-ahead schedule for context, the AI flagged upcoming risks. This enabled **EllisDon** to get pro-active. They used previously reported positive performance observations from the site and turned it into a bespoke toolbox talk using real examples. The AI Safety Assistant sent it to the crews by text, and followed up for a signed attendance list.

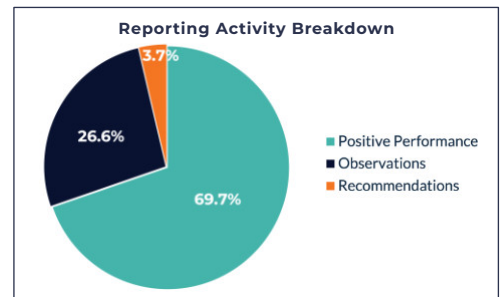
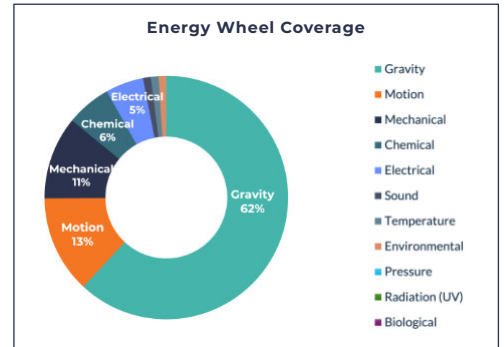
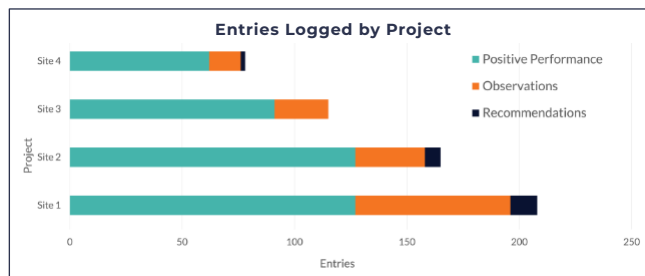


Crews reported the good, not just the problems

From January to July 2026, four sites logged 566 field observations, nearly three positive entries for every observation and recommendation. For years, a safety record only detailed what went wrong. Here, people logged the good work too, because it was finally seen. Positive performance set the ceiling. Failure set the floor. The positive ratio was the signal.

One pattern across all four sites

Every site showed the same majority positive balance. A shift across all four, not a one-site result.



Resolution speed is a leading indicator

Median resolution time under 1 day indicates quick information flow and empowered crews that fix most issues before their shift ends.



< 24 Hours

Average Issue Closure Time



“Our clients are starting to ask for this and it's part of our bid.”

Chris Masse • General Superintendent, EllisDon



“Technology alone is rarely the limiting factor. Most organizations have access to similar tools. The real differentiator is how effectively they align people, processes, and leadership to drive adoption and create measurable outcomes.”

Kyle Sousa • Construction Technology Manager, EllisDon

WHY IT MATTERS

Operational control, driven by the crew's intelligence

Once all the field data was gathered in one place, leaders no longer had to wait for the next weekly update. They could ask a question to the AI assistant and get the answer right away.

The same intelligence reshaped how **EllisDon** worked with its clients. A complete, real-time view of each site gave owners the transparency they increasingly expect: clear proof that a project was safe, on schedule, and in capable hands. Shared as the work happened, that visibility strengthened client relationships and reinforced **EllisDon's** credibility.



See the blind spots and early warning signs, and act before they grow
A hazard that kept reappearing got caught as a pattern and fixed at the source, not patched repeatedly.



One current picture, visible to every stakeholder
The client and the site team work from the same live view. No separate report to prepare, and nothing hides. Transparency drives accountability.



Less admin and chasing, more time in the field instead of behind a desk
A supervisor stopped writing site walks by hand. The report came from the photos and the people doing the work.



A team that takes ownership and runs a tight site
Crews participate and see their impact. That encourages them to share more.

See this on a real site. Book a walkthrough at crewscope.com