



# CREWScope



## IMPROVING CREW ATTENDANCE AND PERFORMANCE WITH CREWScope



**Maple Reinders** is one of Canada's most trusted construction and engineering companies and has a reputation of building excellence over 50 years. With a portfolio of over 2,900 projects, it's one of Canada's Best-Managed Companies, leading the industry with innovation and integrity.

The construction industry is experiencing a nationwide decline in labor productivity. Maple Reinders sought new ways to boost field worker engagement and connect work with purpose for their field teams. To accomplish this vision, they partnered with Crewscope.

## ENGAGEMENT PARAMETERS

### THE PROJECT:

Multi-year Wastewater Treatment Plant project in Niagara Falls, ON.

### OBJECTIVES:

- Help field workers connect to their daily work with a sense of purpose
- Attract and retain talent
- Boost field worker engagement and attendance
- Improve site planning and labor productivity with team-based incentives

### SETTING GOALS & COMMUNICATING PRIORITIES

The program was simple: Set challenging but achievable weekly goals for the crew and share them through Crewscope. Then, with regular updates, keep the crew informed of progress against the goal. At the end of the week, if the team achieves the goal, points are awarded and shared equally to celebrate the week's success.

While the crew quickly embraced the program, crew attendance remained challenging. Up to seven crew members did not show up in a week, and daily absences sometimes reached 50%. The ongoing labor shortage made enforcing the "no show, no call" policy (automatic resignation after two consecutive no-shows) impractical, threatening to decrease productivity and morale.

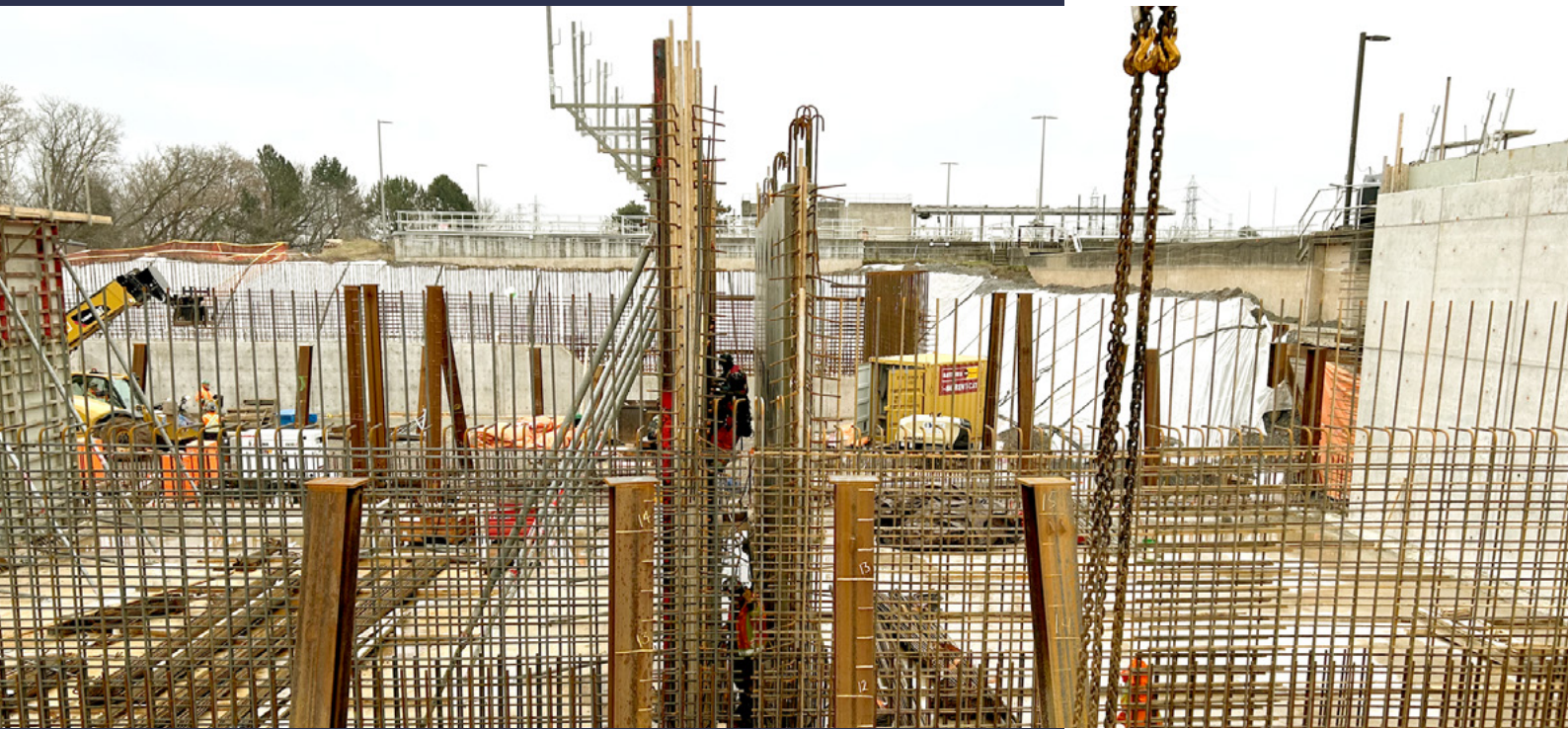
## LEADERSHIP IN ACTION

Under the leadership of site foreman Darren, Maple Reinders took a proactive approach to tackle the attendance issues head-on. Darren introduced clear attendance expectations, integrating them into the Crewscope activities. The new participation criteria were straightforward: unplanned absences would result in the forfeiture of that week's rewards, which were split among present crew members who took on additional workloads.

This approach worked on two levels: the workers who did not show up lost their rewards, and those who were reliable and consistent received extra recognition. Workers who consistently showed up became more engaged, with clear expectations for the week and additional motivation to push towards weekly objectives.

***"Hard-working crew members were motivated by the extra rewards they earned when less reliable team members didn't show up. It made them feel appreciated for their extra effort,"*** Darren noted.

Darren implemented this system with a commitment to consistent communication and enforcement. He ensured that the crew understood expectations and consistently applied consequences and rewards.



## PRODUCTIVITY UNLOCKED

**“After implementing the attendance requirement, we saw an immediate improvement in attendance among the crew,”** said Darren.

The impact was swift and significant:



The site achieved 100% attendance in the weeks following the implementation



Crew morale and performance improved, as those who consistently showed up felt recognized for their reliable attendance and willingness to take on extra work.



Even with occasional dips in attendance, top performers were eager to step up, motivated by additional rewards.



**Remarkably, one week a crew of seven completed work planned for a crew of fourteen, driven by clear goals and rewards!**

Darren's initiative in leveraging Crewscope to set attendance standards significantly improved crew attendance and raised the bar for the entire team. Both seasoned and new crew members showed excitement and motivation to participate in the program. By setting clear expectations and empowering the crew, the team improved attendance challenges and fostered a culture of accountability, recognition, and shared success. Well done, Darren and Maple Reinders!