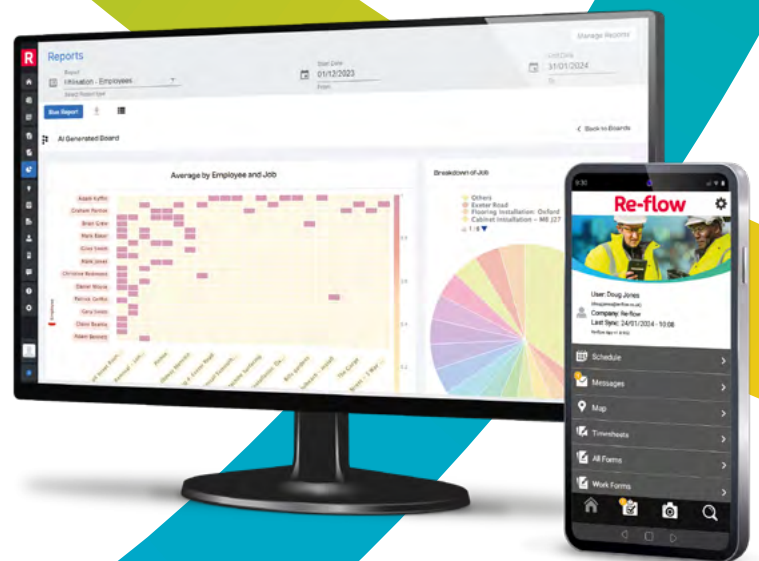


The Re-flow return on investment



Executive summary

Re-flow is a powerful field operations solution for the highways and civils industry.



This document outlines the return on investment and highlights key metrics such as productivity gains, cost savings, and compliance improvements.

With streamlined operations, KPIs, and real-time visibility of sites and data, executives are empowered to make the key decisions that drive strategic growth.



Industry challenges

Leaders face mounting pressure to deliver projects faster, safer, and more cost-effectively.

Re-flow directly addresses the operational and financial pain points that impact margins, compliance, and reputation.



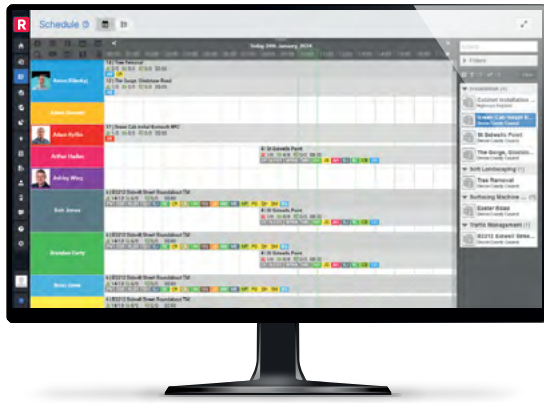
We target our staff on reporting near hits, so we can learn from any potential risks and mitigate them at the earliest possible opportunity.

Since implementing Re-flow, our near hits have been at their highest level, which means that we can actually react to the risks out there.

We've been really impressed with Re-flow and we'd be happy to recommend them to anyone looking to improve their compliance.

Mark Salmon
Finance Director
Toppesfield





Operational inefficiency

Manual scheduling, fragmented job packs, and slow communication between site, office, and depot waste time and money.

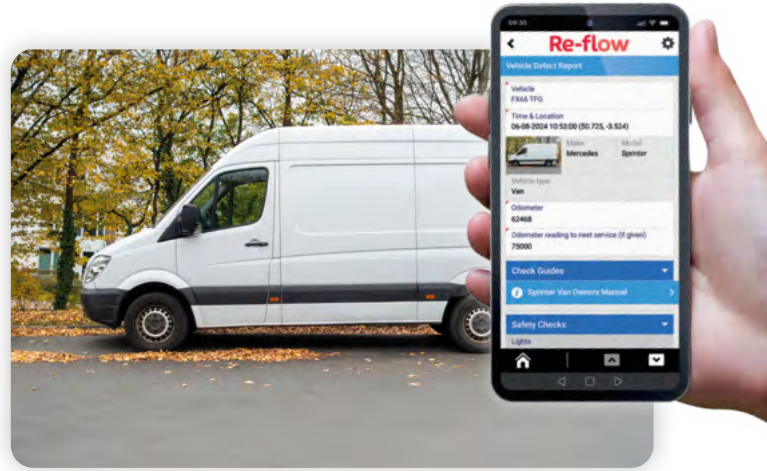
Re-flow digitises workflows to reduce admin overhead and accelerate project delivery.



Lack of real-time visibility

Paper-based systems, legacy software, text messaging and spreadsheets create data silos and blind spots.

Re-flow centralises live site data, giving leadership instant access to performance insights and operational status.



Compliance and safety risk

Overruns, rework, fines, and accidents damage reputation and client trust.

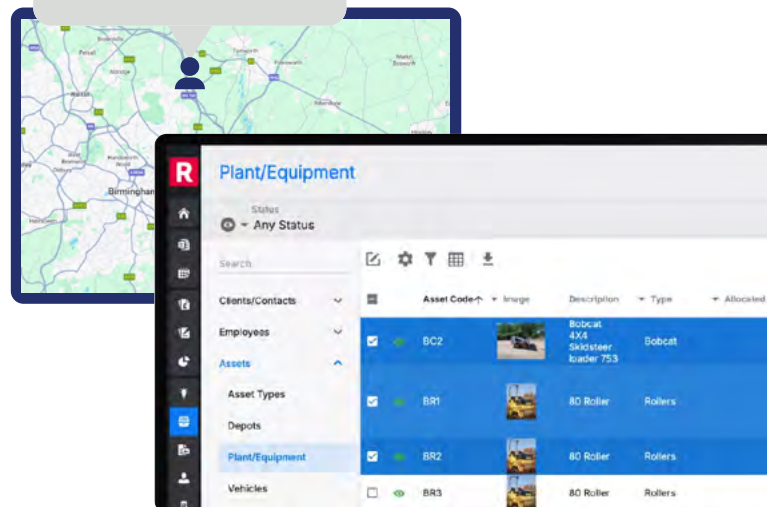
Re-flow enforces compliance standards and provides real-time audit trails to mitigate risk.

Callum Holloway



Callum Holloway

When: Mon 18/08/2025



Poor Resource Utilisation

Misallocated labour, plant and equipment lead to delays and further expenditure.

Re-flow ensures the right people, plant, and qualifications are deployed to the right jobs, first time.

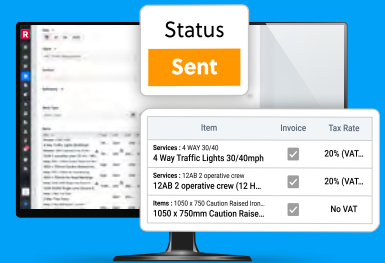
End-to-end operations

Built for the people who make things happen

1

Estimate

Start every job knowing you've priced it right. No guesswork, just clear, reliable estimates that set the tone for success.



2

Approve and schedule

Once approved, everything flows. Jobs are scheduled, teams are informed, and everyone knows exactly what to do.



3

Get to work

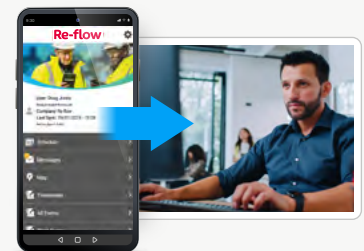
Your operatives have everything they need at their fingertips, so you can trust the work is getting done – on time, every time.



4

Capture data

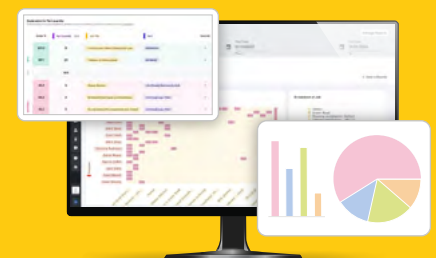
Real-time updates and captured data mean no surprises. You're always in the loop, no matter where the job is.



5

Finalise and report

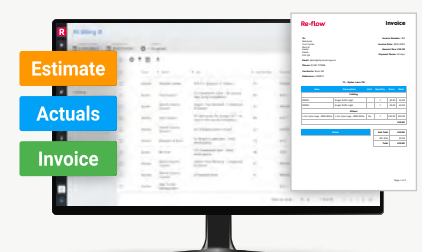
Instant reporting gives you full oversight. You'll know the job's done properly – without chasing or second-guessing.



6

Invoice

With everything recorded and ready, invoicing becomes effortless – so cash flow improves, and stress levels drop.



Cost savings

Since adopting Re-flow, organisations have seen a financial return on investment, improvements in operational efficiency, workforce productivity, and compliance performance as evidenced by the following results:



10 admin workers



200
hours saved
per month



**£14.50 -
£20.00**
worker pay per hour

£28,000 - £40,000
saved per month



300 site workers



2,250
hours saved
per month



**£15.00 -
£20.00**
worker pay per hour

£33,700 - £45,000
saved per month

£741,000 - £1,020,000
saved per year

Operational efficiency



95%

Reduction in paperwork
with full filterable results



65%

reduction in communication gaps



55%

efficiency gained through time savings

* Data aggregated from jobs in Highways and Civils across Re-flow clients who were using digital and paper, legacy systems and competitor systems.



100+
hours saved
per month on admin



30
hours saved
per week through automation and AI

Compliance & risk mitigation



136%

improvement in
on-site audits



98%

compliance rate
on field work and
safety documentation



85%

increase in
internal oversight



70%

incident capture
rate & health and
safety reporting

Case study 1

Breedon group



Location
Scotland



Industry
**Highways,
Surfacing**



Users
389+



Vehicles
540+



60%
reduction in
time loss



100%
reduction in
paperwork



40%
increase in
communication



50%
improved health &
safety reporting



100%
increase in
auditability

Summary

Breedon Group, a leading construction materials provider operating across Great Britain, Ireland, and the USA, also offer services in contract surfacing, highway maintenance, and on-site batching and concrete supply.

Before adopting Re-flow's field management software, Breedon's surfacing division faced challenges with inefficient paper-based processes, delays in data access, and high administrative costs. With Re-flow, they've significantly enhanced their operational efficiency.



► Watch the
Breedon group
review



Case study 2

MV Kelly



Location
Birmingham



Industry
**Civil Engineering,
Construction**



Users
578+



Vehicles
500+

Summary

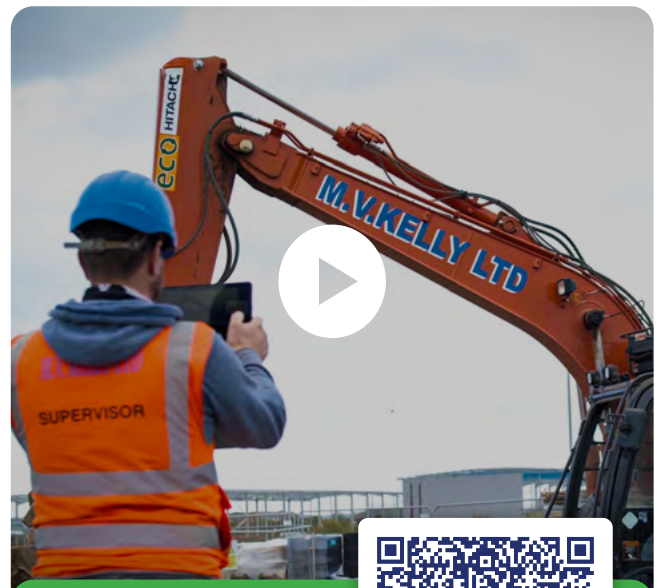
MV Kelly, established in 1995, is a prestigious construction and civil engineering firm with expertise in infrastructure and groundworks. Over more than two decades, MV Kelly has earned a stellar reputation for its commitment to high standards, consistency, and maintaining an elite workforce.

MV Kelly sought a field management solution robust enough to handle extensive data while being adaptable to their specific needs. The solution needed to streamline communication, automate data entry, and provide real-time updates to improve operational efficiency.

Re-flow emerged as the ideal solution, offering a centralised, cloud-based system to replace legacy processes. By digitising job sheets, safety inspections, and compliance forms, Re-flow enabled instant data transmission and real-time visibility.

The scalable dashboard, customisable forms, and secure data management eliminated paper trails and reduced errors. The software's ability to track and report on-site activities transformed the way MV Kelly managed operations. Re-flow's impact has been profound. Tasks that took hours are now completed in minutes.

MV Kelly process an average of 15,000 forms and 18,000 images monthly, so the savings in physical storage and printing have been huge. Re-flow has enhanced data accuracy, streamlined workflows, improved safety compliance, and fostered a more proactive and safety conscious work culture.



► Watch the
**MV Kelly
review**



How much could you save?

Field operative costs

What is the hourly rate of your operative?

20

In a month, how many hours does one of your operatives spend filling out forms?

10

In a month, how many hours does one of your operatives spend communicating job changes by phone or e-mail?

20

In a month, how many hours does one of your operatives spend travelling between site and office to exchange paperwork?

10

How many operatives are on your team?

180

Administrative costs

What is the hourly rate of one of your back office workers?

15

In a month, how many hours does one of your back office workers spend transcribing forms into your digital database?

20

In a month, how many hours does one of your back office workers spend manually keeping track of assets?

10

In a month, how many hours does one of your back office workers spend communicating with field operatives?

10

How many back office workers are on your team?

20

Results

Savings are an approximate based on client data and feedback. Re-flow form efficiencies reduce manual handling times on average by 80%.

Extra field hours:

6,840

Extra admin hours:

740

Total cost of labour:

£147,900

Investment in Re-flow per month:

£7,700

Estimated savings per month:

£140,200

Estimated savings per year:

£1,682,400

**Try our cost savings calculator to see
what you can save with Re-flow**

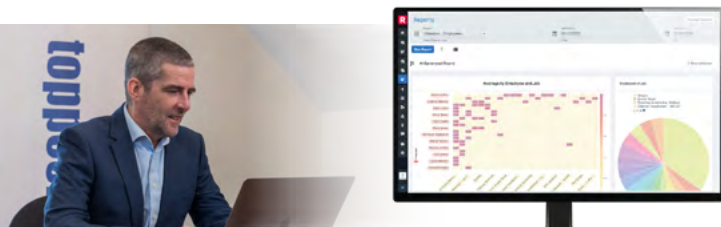
Calculate your savings

Strategic benefits for the C-suite

More than just streamlining frontline operations, Re-flow delivers high-level strategic advantages that empower leadership teams to guide their organisations with clarity, confidence, and control:

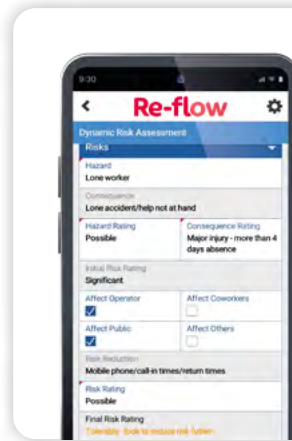
Improved decision-making with real-time data

Live dashboards and AI-powered analytics turn operational information into clear actionable data and KPIs, allowing leaders to respond quickly to challenges and opportunities.



Stronger compliance culture

Automated audit trails, instant safety alerts, and live skills matrices make regulatory compliance a built-in part of operations, reducing risk, fines, rework and protecting brand reputation.



Competitive advantage

Enhanced efficiency, safety, and transparency position your business as a preferred partner for tenders and long-term contracts.



Better resource allocation

Visibility of labour, equipment, and materials ensures resources are deployed where they deliver the greatest value, reducing waste and maximising ROI.



Richard Lennon
Head of IT
MV Kelly

"A great system that improved our business to site comms and processes"

★★★★★ 5/5

The digitisation of the processes between our site operations and office is seamless, and enhanced by the ease of use when implementing for site users. We have hundreds of users and complete thousands of forms and photos each week / month.

We use the system across many business functions to support different departments and processes.





**Ready to see what your
return on investment
could be?**

**Book an ROI consultation today
with one of our experts**

**Call 01392 574002
www.re-flow.co.uk**