



How Greenscape Inc. Unlocked Hidden Efficiency with TOP Green's CrewPlanner & CrewIntel

CASE STUDY



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OVERVIEW



Greenscape Inc., a North Carolina-based commercial landscaping firm founded in 1979, has over 40 years of experience serving Raleigh, Durham, and Charlotte. Known for “Outstanding Results Through Great Service,” it offers comprehensive landscape maintenance, design-build, and facility services to clients such as offices, parks, retail centers, HOAs, and campuses. In January 2025, Greenscape Inc. joined the Green Leaf Group, enhancing its capabilities and regional presence.



Company Name:

Greenscape Inc.

Industry:

Commercial Landscape Maintenance

Location:

Durham, NC

Key Contacts:

Daniel Currin, CEO

Yates Hamilton, Project Manager

Business Size:

160+ employees | \$20–50M in revenue

Property Name:

Calyx

Use Case:

Large Turf Maintenance (60" Mower Job)

THE CHALLENGE



Greenscape Inc. The company has long been a leader in commercial landscape maintenance. Its crews believed they were operating efficiently. Job estimates were meticulously planned, and teams relied on motion maps, Gantt charts, and path-of-motion workflows to streamline their operations.

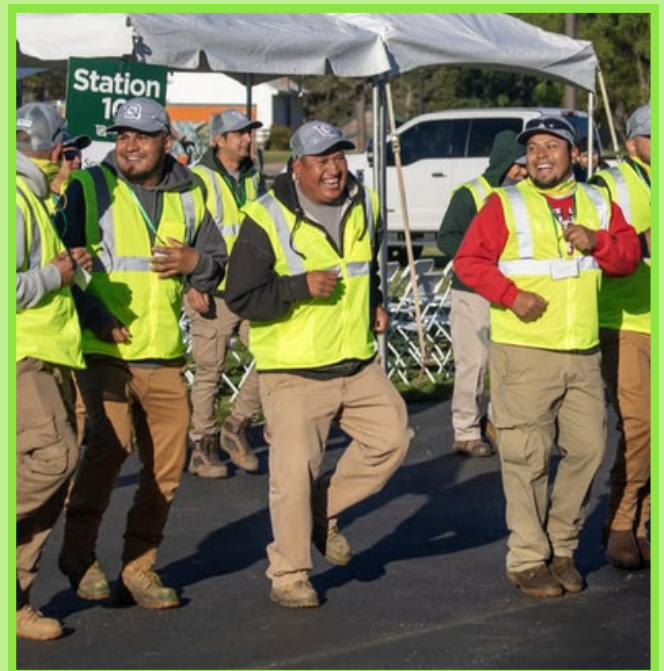
When 'Good Enough' Masks Inefficiency

The numbers added up. Jobs were completed within their estimated times. Everything seemed fine.

But what if "fine" was actually costing them money?

What if the very benchmarks Greenscape relied on weren't measuring efficiency—but merely tracking estimates?

That's exactly what TOP Green helped them uncover.



THE SOLUTION:

Smart Data, Captured Effortlessly

Greenscape Inc. turned to **TOP Green's CrewPlanner & CrewIntel** to gain real-time, site-specific data rather than relying on best-guess estimates.

CrewPlanner: Turning Job Estimates into Reality

- *AI-powered job planning software that converts estimates into optimized, executable plans.*
- *Identifies inefficiency before crews even arrive—eliminating guesswork from scheduling.*
- *Aligns labor and equipment strategies with actual site needs, rather than outdated benchmarks.*

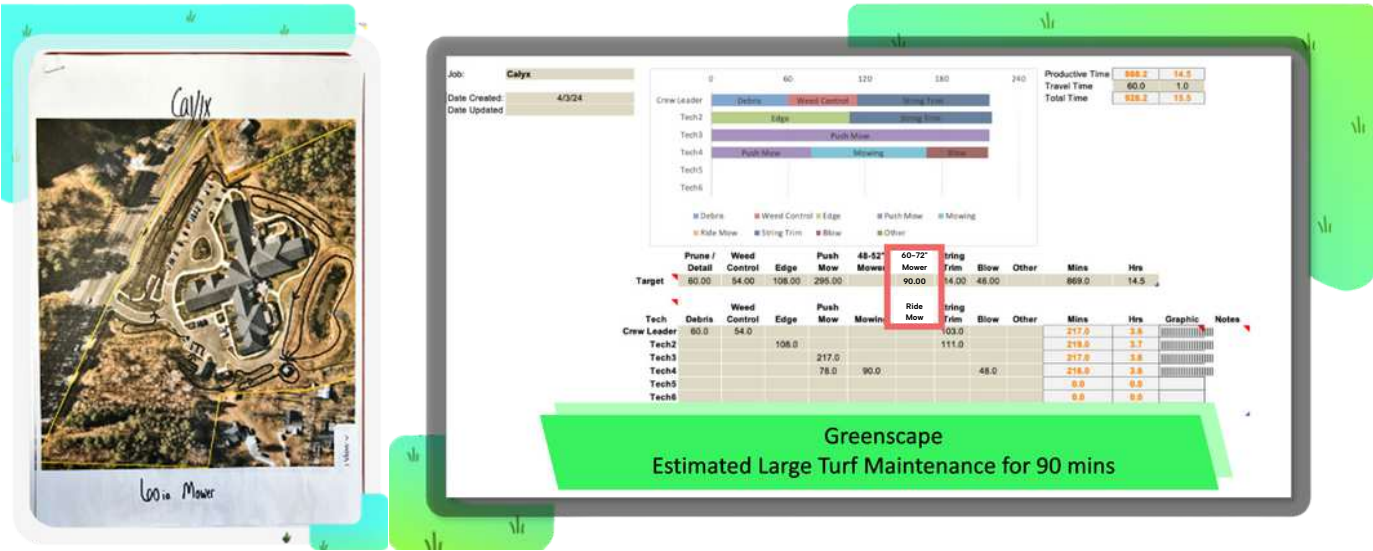
CrewIntel: Operational Intelligence at a Crew Level

- *Wearable Smart Safety Vests automatically track crew movement and equipment usage—no manual input required.*
- *Beacons on equipment sync with vests, providing real-time insights into how labor and machines are utilized in the field.*
- *Hands-free, real-time data collection—crews simply wear their gear and do their jobs.*

**“No clock-ins. No data logging. No extra steps.
The vests seamlessly capture everything.”**

THE DATA THAT CHANGED EVERYTHING: THE CALYX PROPERTY JOBSITE

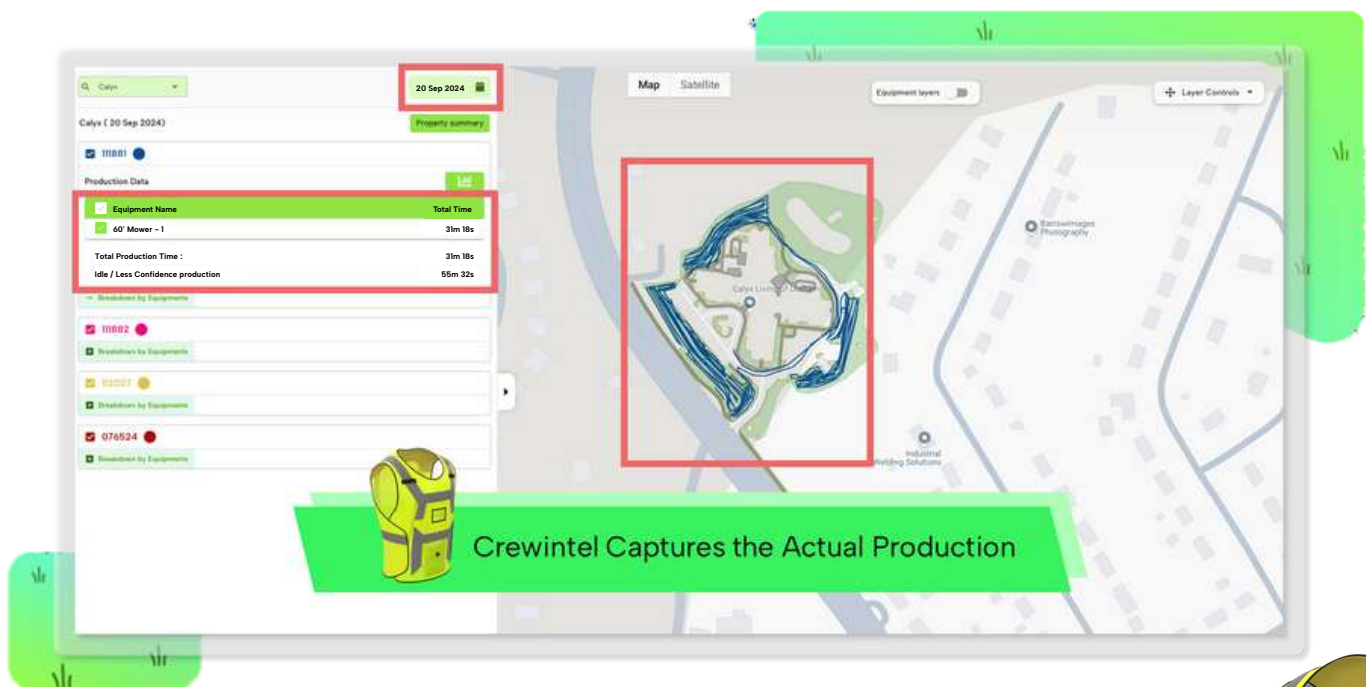
At Calyx, Greenscape Inc's standard process allocated 90 minutes to mow a large turf area, using a 60" mower. The estimate was based on industry benchmarks — not actual site performance.



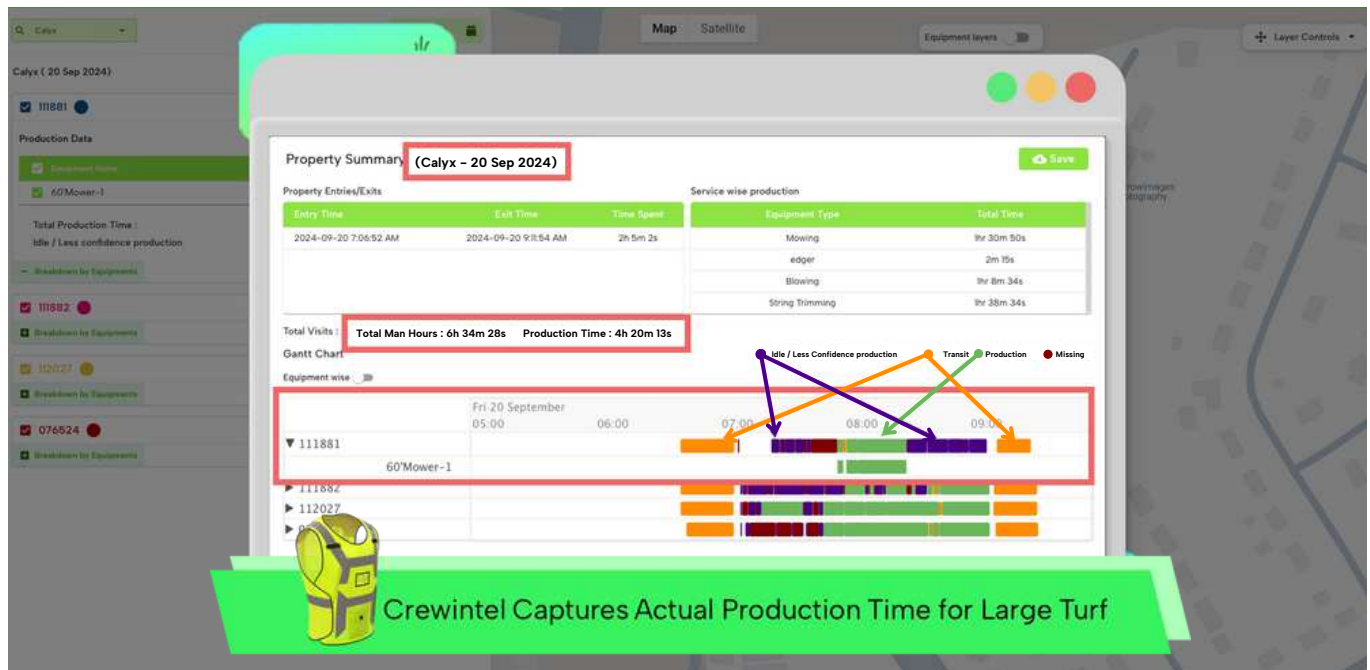
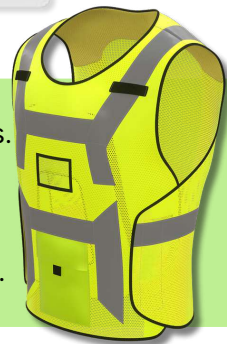
Planned vs. Actual (CrewIntel Vest Data)
Comparison

| Category | Total Area (sqft) | Time (min) | Time (hr) | Completion (%) | Completed Area (Sqft) | Production Factor (Sqft/hr) |
|----------|-------------------|------------|-----------|----------------|-----------------------|-----------------------------|
| Planned | 111,268 | 90 | 1.5 | 100% | 111,268 | 74,179 |
| Actual | 111,268 | 35 | 0.58 | 70% | 77,876.6 | 133,522 |

KEY INSIGHTS FROM CREWINTEL:



- A single crew member using the 60" mower completed 70% of the job in just 35 minutes.
- The actual production rate was nearly double the estimated efficiency.
- The same job had been overestimated by 55 minutes—without anyone realizing it.
- Translation? Greenscape Inc. wasn't inefficient—they were just using outdated estimates.



FROM DATA TO DOLLARS: WHAT CHANGED?

With these insights, Greenscape Inc. redesigned its approach to crew assignments, equipment deployment, and job scheduling.

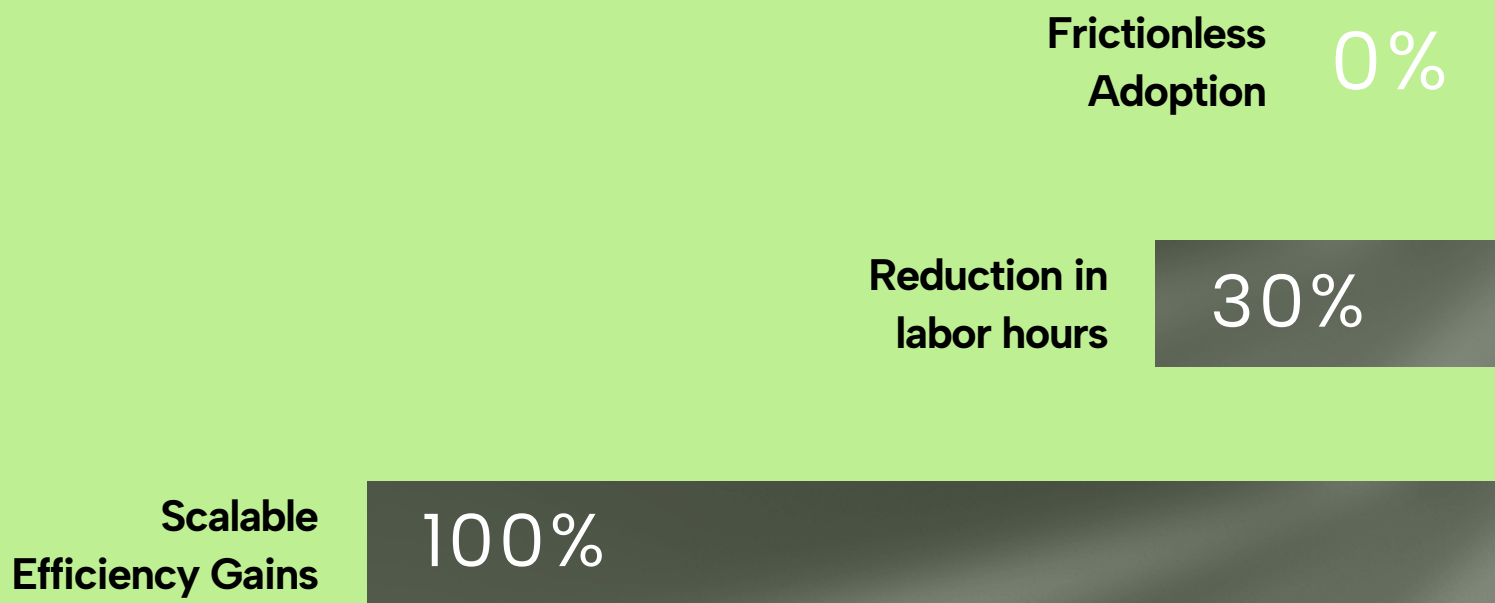
- **Right-Sizing Crew Assignments** – Reduced a 4 person crew to 3, aligning labor with actual workload needs.
- **Equipment Optimization** – Crews focused on high-efficiency mower use rather than splitting work across multiple smaller mowers.
- **Labor Redeployment** – The time saved wasn't "cut"—it was reallocated to detail work and high-value tasks.

***Result:** A standardized, scalable model for ongoing efficiency improvement.*



THE IMPACT: A FUTURE OF DATA-DRIVEN EFFICIENCY

What changed for Greenscape Inc. after implementing TOP Green's **CrewIntel** and **CrewPlanner**?



- ✓ 30%+ Reduction in Wasted Labor Hours – Crews worked smarter, not harder.
- ✓ Frictionless Adoption – No complex training or manual input required—just wear the vests and go.
- ✓ Better Planning, Less Guesswork – Job schedules were optimized using real-time data, not industry averages.
- ✓ Scalable Efficiency Gains – use of TOP Green solution across its multiple branches.

WHY THIS MATTERS:

EFFICIENCY IS NOT ABOUT CUTTING COSTS — IT'S ABOUT MAXIMIZING REVENUE

Most landscape businesses track job costs, but very few track jobsite efficiency with real-time, objective data. The question isn't whether TOP Green's solutions can help—it's how much hidden efficiency you're leaving on the table.



Are You Guessing or Measuring?

Want to know if your jobs are actually running at peak efficiency or just meeting estimate?

Visit ***TOPGreen.ai*** to see how CrewIntel and CrewPlanner can transform your operations.

CLIENT FEEDBACK



"CrewIntel gave us data we never knew we needed. We were measuring actual vs. estimated time, assuming that was efficiency. But now, we know the difference between 'hitting the budget' and actually running at peak performance."

— DANIEL CURRIN, CEO, GREENSCAPE INC.



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