

How **Scanova** Helped Beaver Construction Company Build Smarter Operations

Challenge

Beaver Construction Company faced the lack of professional employee IDs, inefficient digital contact sharing, limited visibility into customer interactions, and low customer trust in generic links. These gaps reduced on-site efficiency, hindered customer engagement, and impacted brand credibility.

Outcome

Scanova enabled QR-based employee IDs, seamless contact sharing, and branded custom domains to increase brand trust. Analytics provided engagement insights and streamlined communication. These improvements strengthened brand credibility, modernized operations, and enabled scalable digital operations.



COMPANY SIZE

<50 employees



COMPANY WEBSITE

<https://www.beavercc.in/>



INDUSTRY

Construction



LOCATION

West Mambalam, Chennai, India

INTRODUCTION



Established in 1962, Beaver Construction Company (BCC) started off as a modest subcontracting company with a daring vision and high integrity. Over the last six decades, this builder company has come a long way in becoming a reliable construction partner.

Today, Beaver Construction Company uses a mix of age-old wisdom and modern construction techniques to build living spaces that are long-lasting, refined in design, and in line with client visions.

CHALLENGES

Beaver Construction Company faced several challenges before adopting Scanova's QR Code Generator:

1. Limited on-site information sharing

Field executives and staff relied heavily on verbal communication or printed cards to communicate information to clients and stakeholders. This often led to inconsistency in communication and a failure to present a professional brand image.

2. Lack of professional IDs

Employee IDs lacked a modern touch and an interactive verifiable system, making it difficult to gain instant trust and credibility, especially in client-facing field situations.

3. Limited visibility into customer interactions

BCC lacked a system to track when and how customers were interacting with the shared information, limiting their potential to understand and optimize customer interactions.

4. Branding & link credibility concerns

Using generic links and/or third-party tools often led to a potential loss of credibility and customer trust who would suspect phishing. It became difficult to drive engagement through unfamiliar and non-branded links.



SOLVING THE PROBLEM WITH SCANOVA

Beaver Construction Company's partnership with Scanova introduced innovative solutions that addressed these challenges:

1. Business card alternative for field teams

Beaver Construction Company field executives began utilizing Scanova's QR Codes into their business cards. This enabled them to share their contact information easily, enhancing business interactions and networking while eliminating the potential for any inaccuracies.

2. Smart digital employee IDs

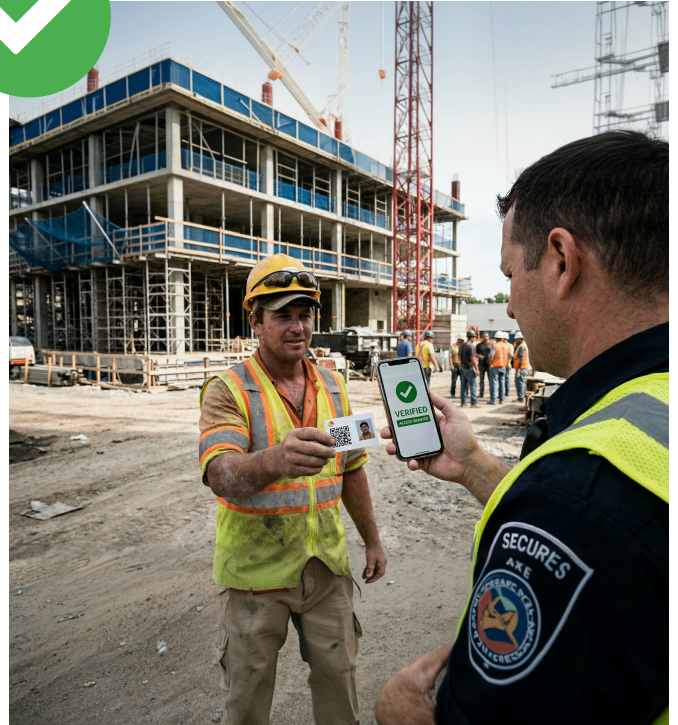
Scanova QR Codes were used to create digital employee IDs, enabling instant access to their verified profiles and contact information. This gave a new, professional, and trustworthy look to the employees.

3. Analytics to track engagement

Scanova's smart QR Code analytics enabled BCC to track engagement, helping them gain location-based insights. This provided them with a deeper client understanding and their interactions with the brand for an enhanced and optimized engagement strategy.

4. Custom domain for brand trust

BCC decided to implement Scanova QR Codes with a custom domain, matching their brand identity and business name. Consequently, it led to enhanced brand trust and recognition while eliminating any potential risk of phishing for their clients.



RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on Beaver Construction Company's operations. QR Code-enabled employee IDs provided a polished, professional and modern look, reinforcing BCC's brand credibility.

Their custom domains ensured that customers instantly recognize and trust the source of the information.

Moreover, field executives shared information instantly, improving efficiency and reducing friction in client interactions. Analytics capabilities allowed BCC to track scan activity and location data, driving smarter decision-making.



THE FUTURE

Beaver Construction Company envisions making Scanova QR Codes a permanent part of their organizational culture.

Future plans include integrating QR Codes into invoices for seamless payments and expanding QR Code usage to enhance transparency and customer experience.

This forward-looking approach reflects BCC's commitment to adopting technology that offers enhanced efficiency, guaranteeing client satisfaction and engagement.

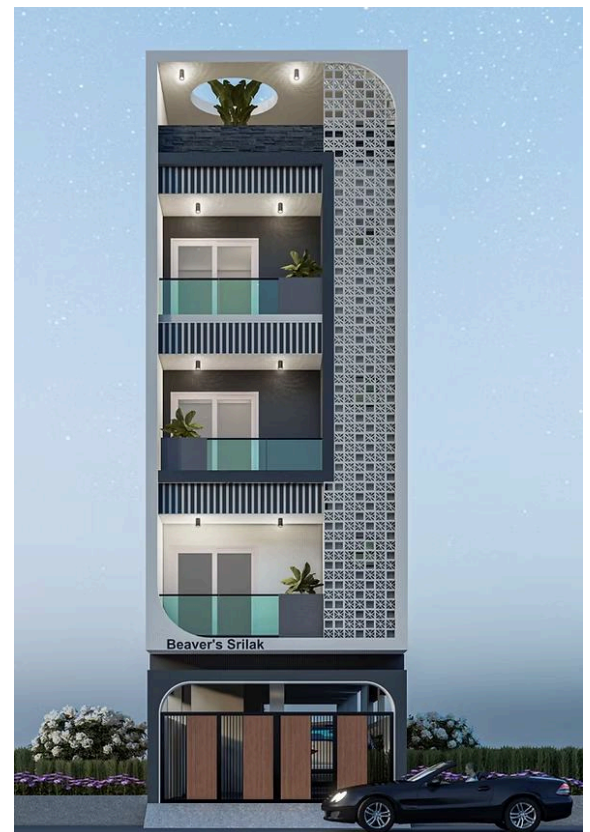


CONCLUSION

The integration of Scanova's QR Code Generator is a major milestone in the digital transformation of Beaver Construction Company's workflows.

BCC is taking the first steps towards a more efficient, professional, and scalable approach by digitalizing key touchpoints — from precise staff identification to higher brand credibility.

BCC is poised for a bright future with a solid foundation and a clear vision for what is possible by integrating QR Codes into their brand's operational fabric.



About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io