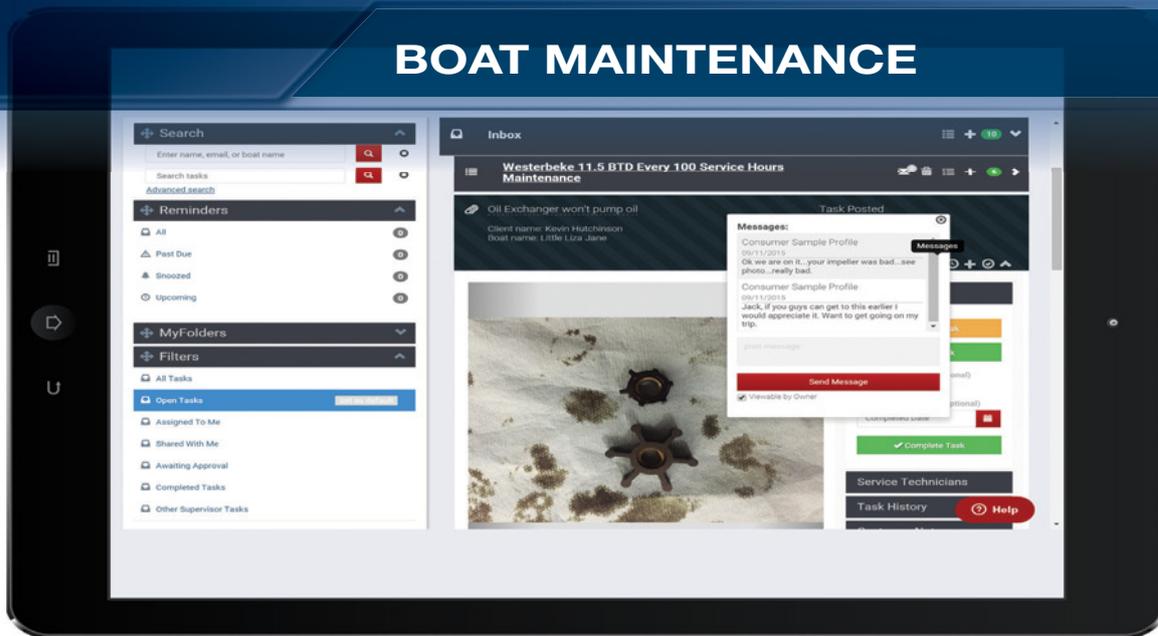


## BOAT MAINTENANCE



# Boat Maintenance Made Easy

## App helps boat owners and boatyards communicate.

Time to coordinate service for your boat? Just pull out your smartphone and “task it” to your boatyard; upload a photo or video along with a quick note on the work needed, then sit back and watch as a technician sends you frequent updates on the progress and gets the job done. That’s right, there’s an app that does just that, and more.

Launched in April 2015, MyTaskit—the name was inspired by the to-do lists that dominate interactions between the service industry and boat owners—is a software tool that brands itself as the solution to bridge the coordination and information gap between boat owners, service professionals, boat builders, and equipment manufacturers. The company’s first marine product The Boat Village, which MyTaskit Founder and CEO Kevin Hutchinson describes as “more social in nature,” launched in 2012. After the acquisition of DockMaster in 2013, the company’s combined product (DockMaster and The Boat Village) gave rise to MyTaskit and MyTaskit Pro. “I’ve experienced it from the customer’s side for decades,” says Hutchinson, “The process of trying to coordinate service in the boating industry, the old way of fax machine, text messages, emails, and in many cases the voicemail tags, is just backwards.”

With MyTaskit, boat owners get to sign up free of charge (with up to 1GB of storage) and create an online profile that includes make and model of the boat and major equipment such as engine, generator and watermaker. Under the My Contacts’ tab, boat owners also get to input their service yard’s information and

anybody else’s whose consultation and boat expertise owners rely on. Not only can boat owners make their own to-do lists for repairs or maintenance as needed, but the system also creates its own service plan based on the equipment that was entered.

“When the boat owner creates the boat’s profile, they automatically get digital copies of their operating manual for every piece of equipment that’s on their boat, so all those paper manuals they have buried down in the hole somewhere [are redundant]. Now they have digitized versions available to them,” Hutchinson says. “We’ve taken out of that operating manual that one important page that says what you should be doing to maintain your equipment every month, every year, every 100 hours, every 600 hours, and we’ve created a reminder capability that automatically creates your service plan for your boat. And your service reminders are not only visible to you but to your technicians, your service yard as well.”

Indeed, once the information is entered and tasks created—photos and videos can also be uploaded—boat owners can share their records with their preferred service provider with the simple push of a button. On their end, the boatyard or field technician can enter their notes, post photos of the work in progress or additional service items they have found.

If MyTaskit primarily serves customers, MyTaskit Pro caters to business professionals allowing them to manage customer service and back office functions for a monthly or yearly fee. Pros who opt out of the subscription still get access to their clients’



Coordinate service for your boat from your smartphone and watch as updates on the progress keep coming.

to-do lists with a link sent by email the app creates. The advantage of holding a MyTaskit Pro subscription is twofold. Under the company dubbed coordination module, professionals get to share tasks with clients, update them with progress, assign jobs to field technicians, automate reminders when maintenance is due, as well as access client's service history.

It's a win-win for both the client and service yard, says Hutchinson. "Let's say the boat gets assigned to a field technician for a haul-out. If the technician identified that there's a problem in the prop that needs to be repaired, that technician can now take

a photo or video of that prop, post it with a task requesting the customer to approve it. The service manager can review it, the customer can see exactly what their prop looks like and they can approve or decline the work," Hutchinson says. "And that happens in real time as the haul-out is occurring [...] There's a little bit of peace of mind [for the boat owner] not having to drive to the yard to see what's going on." Then there's the operation module, which allows for work order processing, inventory and financing management, accounting, contracts, and more.

To date the company counts more than 4,000 boat owners in North America and internationally (as far as in the Netherlands and Australia) as well as a few hundred service businesses that use MyTaskit, and 600 locations signed up with MyTaskit Pro.

There's more to come from this app such as the introduction of a button to allow customers to pay their bills with their smartphones. "It's something that the service yards have been asking for, to allow boat owners, customers to pay their bills by hitting just one button," says Hutchinson. "We've evolved away from the ways we were engaging to do business with other businesses. [...] that's what we're changing in the marine industry." 

— By Nathalie Gouillou



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