

MSB Group Invests in Digital Field Operations to Support Growth Following Major Housing Contract Win

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Electrical and mechanical contractor [MSB Group](#) has selected Totalmobile's multi-award-winning Field First platform as part of a wider investment in its field operations after securing a significant new contract with Coastline Housing.

Supporting housing and infrastructure customers across the UK, the business is preparing for its next phase of growth by investing in technology that will help it scale operations more effectively as its contract portfolio expands. The move reflects MSB Group's focus on strengthening operational capability while maintaining the high standards of service its customers expect.

James Shannon, Commercial Manager at MSB Group, said: "Winning the Coastline Housing contract gave us the opportunity to step back and ask whether our existing systems were capable of supporting where the business is heading. Rather than simply replacing technology, we wanted to invest in a platform that would help us operate more effectively as we continue to grow.

"For us, this is about creating a stronger operational foundation that will allow our office and field teams to work from the same information, with the visibility and flexibility to respond quickly to customer needs while maintaining the high standards our clients expect. Totalmobile gives us the platform to achieve that."

For customers, the investment will provide a more responsive service through improved planning, greater visibility of work in progress and better communication between field and office teams. For engineers, it

will reduce administration and provide faster access to the information needed to complete jobs safely, efficiently and to a consistently high standard.

By connecting scheduling, job management, and field operations, MSB Group will create a single operational platform that gives 70 office and field colleagues access to the same real-time information. This will help the business respond more quickly to customer demand, improve day-to-day decision-making and support continued growth as its contract portfolio expands.

Rob Gilbert, Managing Director of Commercial and Infrastructure at Totalmobile, said: "Growth often exposes the limitations of systems that have served a business well for many years. The organisations that scale successfully are the ones that invest in operational consistency before complexity becomes a barrier.

"Across the housing contractor market, we're seeing businesses move away from disconnected field service systems in favour of connected operational platforms that bring scheduling, job management and field intelligence together. That gives teams the visibility to make faster decisions, deliver a more consistent customer experience and build the operational resilience needed for sustainable growth."

The programme reflects a growing trend across the housing and building services sector as contractors modernise legacy field service technology to support larger, more complex contract portfolios. As housing providers place increasing emphasis on service quality, compliance and resident outcomes, contractors are investing in connected digital platforms that enable them to scale efficiently while continuing to deliver safe, warm and compliant homes.

For more information about Totalmobile and the Field First Platform, visit totalmobile.com