Modernizing Compliance at Scale: How GMG EnviroSafe Transformed Field Operations with Copilot and Microsoft Cloud

GMG EnviroSafe

Through an AI-powered solution built on Microsoft Copilot and Power Platform, Innovative-e helped GMG reduce training time by 80%, scale field service efficiency, and elevate both operational performance and the human experience.

Customer Overview

GMG EnviroSafe is a national leader in environmental, health, and safety (EHS) compliance, serving over 5,000 businesses across North America. Focused on safety and environmental standards across industries like automotive repair and body shops, their on-site compliance assessments help businesses mitigate risk, stay OSHA-compliant, and create safer workplaces.

Our History with GMG

Innovative-e has partnered with GMG EnviroSafe since 2021, beginning with a full IT modernization effort and evolving into a strategic, long-term relationship. What started as a migration to Microsoft Azure grew into a managed services engagement that helped GMG more than double its revenue in just three years.

Together, we've re-imagined GMG's operational platform—modernizing infrastructure, automating workflows, and now embedding AI and Copilot to transform field operations at scale.

This ongoing journey reflects our deep partnership: flexible, future-focused, and committed to enhancing the human experience at every step.

Customer Challenge

GMG's business model depends on the success of its field service team—compliance coordinators who perform on-site safety assessments to help clients stay compliant with OSHA and other regulatory standards. These assessments are not only mission-critical for customers, they represent the core of GMG's revenue.

As the business grew, so did the pressure on this frontline workforce. Training new coordinators took months. Time-consuming documentation after site visits reduced face time with clients. And outdated workflows made it harder to scale the coordinator team without sacrificing quality or speed.

GMG Needed A Way To:

- Reduce training time for new compliance coordinators
- Increase on-site efficiency and minimize post-visit admin work
- Deliver faster, more professional documentation to clients
- Equip field teams with better access to critical compliance guidance in real time

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The Challenge: Scaling Compliance, Not Complexity

The challenge wasn't just about technology—it was about enabling people. GMG needed a smarter, AI-powered solution that could empower coordinators to do more of what they do best: serve clients, ensure safety, and deliver value in the field.

Solution

To meet the growing demands on its compliance coordinators and scale its frontline operations, GMG partnered with Innovative-e to design and deliver a smarter, AI-enabled field solution. Built on the Microsoft Power Platform, the new Compliance Coordinator App was designed to streamline daily workflows and embed Copilot directly into the field experience.

Key Solution Components:

Mobile-first Compliance App
A custom-built Power App that guides coordinators through site visits, capturing structured data in real time.

AI Generated Reports
Coordinators' notes are automatically transformed into professional, customer-ready reports—reducing hours of manual work.

Embedded Copilot Agent
Copilot delivers in-the-moment guidance, pulling from internal manuals, state-specific regulations, and safety bulletins.

Training Support
Coordinators receive contextual help inside the app, dramatically reducing onboarding time.

Scaleable Framework
The app is built to evolve, with future Copilot capabilities planned for SDS parsing, automated emails, and permit documentation

The app was delivered using a using a cadence-based delivery model grounded in Agile methodology, with monthly releases, user acceptance testing (UAT), and tight collaboration between product owners and technical teams. This allowed GMG to iterate quickly, prioritize based on real-world feedback, and move from pilot to production without delay.

> *"This isn't just about saving time—it's about creating more meaningful moments with clients. Copilot lets our coordinators focus on people, not paperwork."*
>
> — Brandon Thomas, President, GMG EnviroSafe

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Business Impact

Since launching the Copilot-powered Compliance Coordinator App, GMG has seen measurable improvements across key areas of field performance, training efficiency, and overall service delivery. What began as a pilot has rapidly become an essential part of GMG's frontline operations.

Operational Gains

Since launching the app, GMG has significantly improved the daily experience and effectiveness of its frontline field teams. AI and automation have replaced tedious post-visit work, while in-app guidance has shortened ramp-up time for new hires.

Key improvements:

- Training time reduced from ~3 months to ~3 weeks
- 15–20% increase in assessments completed per coordinator
- Less time on admin, more time spent face-to-face with clients
- Reports generated automatically, with better consistency and turnaround
- Higher coordinator confidence and readiness in the field

Financial & Strategic Outcomes

The efficiency gains and AI-powered workflows aren't just operational wins—they're fueling real business growth. GMG has scaled smarter, not just bigger, improving both top-line capacity and bottom-line performance.

Key outcomes:

- 16,230 assessments completed in 2024
- 30–40% increase in profitability, driven by coordinator efficiency
- Revenue growth tripled over three years (across all initiatives
- Positive client feedback citing faster turnaround and elevated service quality

These improvements not only support GMG's continued growth but also reflect a deeper transformation— frontline teams are better equipped, more confident, and empowered to deliver high-value service without being held back by administrative overhead.

"Our coordinators are spending more time with customers and less time on paperwork. That's the difference Copilot makes—it's personal, not just operational."
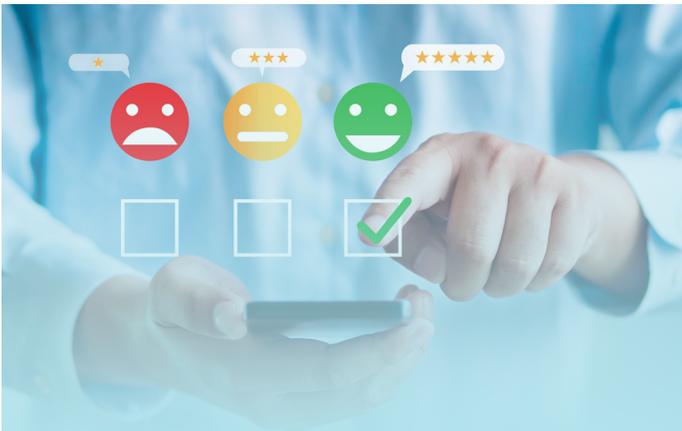
— Brandon Thomas, President, GMG EnviroSafe

Team Enablement

The biggest transformation may be GMG's compliance coordinators are spending less time on paperwork—and more time doing what matters. With AI-generated documentation and in-app guidance, they've gained back valuable time, reduced stress, and feel more equipped to succeed in the field.

> *"The Copilot experience makes new coordinators feel like experts on day one."*
>
> *— Mike Taylor, CEO, Innovative-e*

Highlights

- Faster onboarding with less reliance on peer shadowing or training overhead
- Real-time support from Copilot—no more flipping through binders or PDFs
- Increased confidence and autonomy in the field
- Direct coordinator feedback shows stronger job satisfaction and higher retention potential

Customer Satisfaction Is Up. And Clients Are Noticing

With faster turnaround, cleaner reports, and more face time with knowledgeable coordinators, GMG's clients are experiencing a new standard of service—one that feels more personal, responsive, and truly professional.

What's changed:

- Reports are delivered faster and with a polished, consistent format
- Clients spend less time chasing down documentation or clarification
- Field visits feel more valuable—and far less transactional
- Dramatically decrease readiness time for Compliance Coordinators by 60%

> *"The biggest win? Our coordinators now have time to build relationships—not just complete checklists."*
>
> *— Brandon Thomas, President, GMG EnviroSafe*

What's Next?

The launch of the Copilot-powered field app is just the beginning. GMG and Innovative-e continue to collaborate on a long-term vision that uses AI to not only streamline operations—but to elevate the quality and consistency of compliance service across the board.

Next steps in GMG's AI journey include:

- AI-Driven SDS Parsing: Automating the review and categorization of Safety Data Sheets to give coordinators faster access to chemical guidance on site
- Smart Communications: Copilot-powered email summaries and client updates tied directly to assessment data
- Permit Management Automation: Building tools that simplify recurring compliance tasks like permitting, renewals, and regulatory checklists
- Adaptive Copilot Agents: Context-aware Copilots that learn from GMG's evolving library of assessments, regulations, and training content

The long-term goal is clear: to create a field services model where every coordinator is empowered, every client experience is elevated, and AI works quietly in the background—enhancing the human connection, not replacing it.

"We're not just building apps—we're building intelligence. And that intelligence is helping our people show up better for every customer, every day."

— Mike Taylor, CEO, Innovative-e

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