

Pockets of tech investment won't cure construction's dwindling productivity, expert warns

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Construction firms must look at improving efficiencies across all operating systems in order to meet targets, rather than investing in pockets of activity, according to insight from Engage Technology Partners.

Following calls from the House of Lord's Science and Technology Committee for the sector to increase its use of offsite manufacturing and other new technologies in order to improve productivity, the software and service supplier has warned that a focus on such outputs alone won't deliver the required increase in production.

Drey Francis, Director at Engage explains:

"While investing in more efficient processes such as offsite manufacturing is certainly a step in the right direction, this alone won't solve the problem of hard to meet targets. There's immense stress on the industry at the moment, with a high demand of expectations and low availability of talent. What we need to see is a greater focus on the use of technology across the entire construction remit, rather than just pockets of investment in the likes of offsite manufacturing.

For example, small steps in back office systems which provide real-time, transparent data can help firms keep project costings on track, identify staffing shortages early on and, ultimately, ensure completion targets are more likely to be met.

If we look at examples from other sectors – such as travel and entertainment – it's clear that the integration of technology across all areas of the business can help a firm thrive. With pressure on the sector set to increase, now really is the time for construction to play catch up."

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