

TRADESMEN IN THEIR OWN WORDS • 2026

THE WHATSAPP TRAP

**WHAT RUNNING PROJECTS OUT OF A
GROUP CHAT ACTUALLY COSTS**

Where the group chat stops holding up, and
what teams moved to instead.



WHERE THIS REPORT STARTS

ONE WHATSAPP GROUP PER PROJECT. IT WORKS RIGHT UP UNTIL THE WEEK IT DOESN'T.

It's free, everyone already has it, no training needed. Add the team, photos come in as work happens, you review them at night.

The group chat is where most contractors start.

But by the time you're the only one who can answer for last Tuesday, the problem has already set in. This report is about what that costs you.

Where it comes from: a field report built from conversations with contractors and trade business owners. No survey data, no percentages. Read it three ways.

01

RECOGNISE THE SYSTEM

The setup you're running, and why it holds on so long.

02

SEE WHAT IT COSTS

Lost evenings, missing photos, disputes you can't prove.

03

FIND THE WAY OUT

What the businesses that got out did differently.

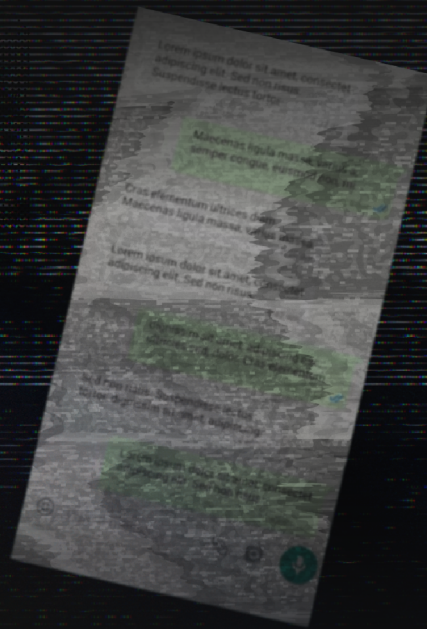


01

SECTION ONE

THE WHATSAPP TRAP.

A group chat ends up holding a project's whole history.
Here's the shape of it, from the people who ran it.



**A PHOTO NEEDS A
LABEL,
A LOCATION AND
CONTEXT
TO COUNT AS PROOF.**

**A GROUP CHAT
GIVES YOU NONE
OF THAT**

WHAT WHATSAPP DOES TO YOUR PROOF.

One group per project. Team added, photos in as work happens, review at night. Nobody designed this. It just accumulated.

ONE CONTRACTOR'S EXPERIENCE

"We were literally doing WhatsApp. So it was quite a manual process **on my side, not on their side**. So I would create a WhatsApp group for each job, add the allocated team into the WhatsApp group. They'd send the photos in. It would become quite sticky for me because I would then have to review every time a job was completed, which, when you're talking like two, three, four a day, was **becoming quite the headache**."

OWNER, ELECTRICAL CONTRACTOR

That's the trap:

ALL THE ADMIN LANDS ON ONE PERSON: YOU

TWO, THREE, FOUR JOBS A DAY. YOU STOPPED BEING THE OWNER AND BECAME THE FILING SYSTEM.

WHAT THE CHAOS ACTUALLY COSTS.

Nobody bills for this, so it goes unexamined for years. The cost shows up as evenings, gaps in the record, and one person carrying it all.



**"THERE'D ALWAYS
BEEN LIKE ONE OR
TWO PHOTOS
MISSING."**

**AND YOU FIND OUT
MONTHS LATER**

THE ONE COST YOU CAN'T GET BACK.

Evenings you can claw back. A photo nobody took is gone for good, and you find out months later.

1 or 2

PHOTOS MISSING FROM A FINISHED JOB, EVERY TIME

ONE CONTRACTOR'S EXPERIENCE

"And there'd always been like one or two photos missing, and it could be like a mid-install photo where it's not that easy to go back and gain access into the property. So that was a really sticky point for us."

OWNER, ELECTRICAL CONTRACTOR

A CLOSED WALL. A CALL TO THE CLIENT. PROOF YOU CAN'T RECREATE AT ANY PRICE.

A FIRST LOOK AT COMPANYCAM

"I'm a bit blown away by all of this. I think I'm about to have a horrible realisation that what I've been doing has been probably quite inefficient."

OWNER, CONSTRUCTION CONSULTANT

Said out loud while being shown CompanyCam for the first time.

He had been routing every photo and every question through himself by hand. The habit holds up with eight people on the books. With twenty-five, the owner becomes the bottleneck.

"I'm trying to generate some more time for myself rather than all these mundane like admin tasks. There's better uses of my time where I can be making more money."

DIRECTOR, RENEWABLE ENERGY CONTRACTOR

WHEN THE PROOF IS ALREADY THERE.

In a group chat, the office finds out what happened when someone remembers to send it, usually that night. With CompanyCam the job exists the moment a team starts, so nobody has to ring round to know work is underway.



**"IT GAVE THEM THE
AUTONOMY TO REVIEW
THEIR OWN PHOTOS."**

**THE OWNER STOPS
BEING THE
CHECKPOINT**

WHAT CHANGED WITH COMPANYCAM

THE RECORD BUILDS ITSELF.

Contractors move to CompanyCam expecting a tidier camera roll. What they get is a record that answers for them when they're not there. It shows up in two places.

01 INSIDE THE TEAM

In CompanyCam photos attach to the project instead of one person's phone, so the team checks its own work before it leaves site.

"It's taken a lot of headache out of basically me reviewing everything. It's basically gave them the autonomy to review their own photos and feel comfortable that they're happy with."

OWNER, ELECTRICAL CONTRACTOR

02 IN FRONT OF THE CLIENT

The office answers questions from CompanyCam without ringing the site, and the person deciding whether to hire you sees a job that was run properly.

"We are more organised, more efficient, and the stress levels of myself and the other directors has decreased since using CompanyCam."

OPERATIONS LEADER, SWITCHGEAR & TRANSFORMER CONTRACTOR

THE PHOTO YOU CAN'T FIND CAN BE THE JOB YOU DIDN'T WIN, AND YOU'LL NEVER KNOW.

04

SECTION FOUR

SIX MONTHS LATER.

Efficiency isn't why you'll care about this. It's the client who comes back long after the job is closed, and the inspector who wants evidence you can't rebuild from memory.



"WHERE'S THE EVIDENCE FROM A YEAR AGO?"

**THE QUESTION YOU
CAN'T ANSWER
FROM A CAMERA
ROLL**

DISPUTES, BUILDING CONTROL, AND THE PAPER TRAIL.

The tone shifts here, from tidiness to exposure. Every contractor in this section describes the same thing: what CompanyCam gave them when a client came back.

ONE CONTRACTOR'S EXPERIENCE

"We're having a lot more issues nowadays in terms of like the legalities of stuff when you go to a job obviously then people later on then go. But I wasn't quite happy or you left it messy and things like that. That's where I think this side of things will be like really helpful because then we'll have the photos on a platform that everyone can have access to. The office staff, they can answer the email or the call and go, actually, no, we've got proof that it was left clean tidy and it's **not just everyone's camera rolls.**"

OWNER, ELECTRICAL CONTRACTOR

*A dispute is won by the photo being findable, months later, by whoever picks up the phone. **That is the job CompanyCam does.***

THE DISPUTE WON WITH COMPANYCAM

"What we were able to do with CompanyCam was refer to our pre-start photographs of the site before we started our work. Nice location stamped. I could then send those to the client and say, this was the condition of your site prior to us doing any work. What you're accusing us of wasn't our fault."

POWER CONNECTIONS CONTRACTOR

The client blamed the team for damage they did not cause. Photos taken before work started proved otherwise.

THE SAME SHAPE, TWICE MORE

BUILDING CONTROL

"It's also good for building control because we've had the things lately where they've said, well, where's the evidence from a year ago?"

CO-OWNER, BUILDING & DEVELOPMENT
CONTRACTOR

THE TIMESTAMP

"It's very helpful because we can just go back and it's timestamped and dated, it's incredibly helpful."

OPERATIONS LEADER, SWITCHGEAR &
TRANSFORMER CONTRACTOR

PROOF RUNS BOTH WAYS.

For anyone running subbies or supplying multiple sites, you need proof of what you handed over as well as what you did.

"We do have sites come back to us after the event and say this is missing, and we know they've pinched it for another plot. So yeah, that will be great. That's sort of where we're trying to get to."

OFFICE MANAGER, uPVC WINDOW & DOOR FABRICATOR

THREE DAYS

That's how long between a team leaving a room and a client noticing a chipped tile.

"Then if three days later they're on a different floor and the client turns around and goes there's a tile chipped in this bathroom and they turn around and say, look well, when we were in there, there's nothing."

CONSTRUCTION CONTRACTOR

Without a timestamped record, that's your word against theirs, and you'll usually pay to make it go away. CompanyCam is how these contractors stopped paying.

HOW CONTRACTORS FIND COMPANYCAM.

Every owner in these conversations heard about
CompanyCam from another trade.



**"A FRIEND OF MINE
WHO'S USING IT."**

**THAT'S THE ENTIRE
MARKETING
CHANNEL**

MATES, SUBBIES, AND THE TRADE DOWN THE ROAD.

Every one of these owners was told about CompanyCam by another contractor: a mate, someone inside the business, a subbie on their own sites.



**THE RECOMMENDATION COMES FROM
SOMEONE WHO HAS STOOD ON A SITE
LIKE THIS AND NEEDED THE PHOTO.**

ACROSS THE TRADE

"I was told about the app by a friend of mine who's using it and he's got a construction company down in London, right? He just sort of said it was, you know, it's really good."

OWNER, BUILDING & PROPERTY
DEVELOPMENT CONTRACTOR

INSIDE THE BUSINESS

"One of the people that work with us owns a different company that uses CompanyCam. She's recommended yourselves, saying how good it is for her and it's changed her life."

OWNER, BATHROOM DESIGN &
INSTALLATION CONTRACTOR

AN ELECTRICAL CONTRACTOR TOLD HIM ABOUT COMPANYCAM

"It was our electrical contractor actually who told us about the app, but I think it would make their job easier too, because I think they get a bit frustrated sometimes at the lack of information."

DIRECTOR, SOLAR INSTALLATION CONTRACTOR

The frustration was coming from his own subbies, about how little they heard back.

EVERYONE ON SITE FORMS A VIEW ON HOW EASY YOU ARE TO WORK WITH. THAT VIEW TRAVELS BOTH WAYS.

"Yeah, yeah, totally. Totally. Also, I think you might be getting a call from another company that I recommended you to yesterday."

OWNER, ELECTRICAL CONTRACTOR

Ask the contractor down the road who's already running CompanyCam. That's a better filter than any brochure, including this one.

WHAT CHANGED WHEN THEY SWITCHED TO COMPANYCAM.

Four things, across every conversation. The app was the easy part. These four are what actually moved.

**"I DIDN'T WANT TO
INTRODUCE A
NEW SYSTEM."**

**EVERY ONE OF THEM
STARTED HERE**

FOUR THINGS THAT CHANGED WHEN THEY SWITCHED.

01 THE OWNER STOPPED BEING THE CHECKPOINT.

The team documents and checks its own work. The owner stops being the bottleneck. This is the change that gives you your evenings back.

02 THEY MADE THE RECORD ATTACH TO THE PROJECT.

One place, reachable by the office and the field. Answering a client no longer means ringing the site or scrolling through a camera roll.

03 THEY DOCUMENTED THE START OF THE JOB TOO.

Pre-start photos. Existing damage. The site before anyone touched it. That's what wins the dispute six months later.

04 THEY WROTE THE RECORD FOR SOMEONE ELSE TO READ.

Timestamped, dated, labelled, findable by a person who wasn't there. A client, an inspector, or the office on a Tuesday morning.

NOBODY RUNNING A BUSY CONTRACTING BUSINESS WANTS ANOTHER SYSTEM TO LEARN.

We get it. Every owner in this report pushed back before they moved their projects off WhatsApp and onto CompanyCam.

"I didn't want to introduce a new system because they are doing pictures. They're uploading them as they should, but there is much more ergonomics and benefits to this."

PROJECTS DIRECTOR, STONE & MARBLE
CONTRACTOR

"I'm pretty happy with what we've gone through mate to be fair, and I'll be honest with you. I wasn't fully expecting to sign up for it right out the get go."

OWNER, NETWORK & WI-FI SPECIALIST

Everyone agreed documentation matters. They just thought changing cost more than carrying on.

That maths only works while the cost stays invisible, and a group chat is good at staying invisible. It never sends an invoice. It just takes the evenings, the occasional dispute, and the photo of the wall before it got closed up.

WHERE THIS LEAVES YOU

IF YOU RUN PROJECTS OUT OF GROUP CHATS AND IT'S WORKING, CARRY ON. GENUINELY.

WhatsApp got most of these businesses to where they are. It stopped working somewhere between eight people and twenty-five, quietly enough that the owners only saw it looking back.

THREE QUESTIONS TO FINISH ON. EACH ONE CAME UP IN NEARLY EVERY CONVERSATION BEHIND THIS REPORT.

01

How many photos from a project you finished last month could you find in under two minutes?

02

If a client rang about a project from a year ago, who in the business could answer without ringing you?

03

How much of last night did you spend reviewing photos of work you already knew was done properly?

IF THOSE ANSWERS BOTHER YOU, THE GROUP CHAT IS THE PROBLEM.

CompanyCam is the fix these owners used. Photos and notes attach to the project on their own, timestamped and location stamped, reachable by the office and the field without anyone chasing them.

Start free at CompanyCam.com

**PASS THIS ON TO
WHOEVER RUNS
YOUR PROJECTS
WITH YOU**