



McCOWNGORDON

CASE STUDY

DOCUMENT CRUNCH & MCCOWNGORDON CONSTRUCTION

KEEPING PROJECTS MOVING AMID LABOR SHORTAGES AND RISING COMPLEXITY

McCownGordon Construction, one of the Midwest's most respected builders, is known for its commitment to innovation and its people-first approach. Facing industry-wide pressures of tighter deadlines, labor shortages, and increasing project complexity, the company sought a way to maintain quality and efficiency while supporting its teams in the field.

Chloe Huxol, Senior Construction Technologist, is helping to lead this transformation. With a focus on operational excellence and smart technology adoption, she's enabling McCownGordon's teams to stay ahead in a rapidly evolving construction landscape.



The Challenge

Evolving Demands and Shrinking Margins

In today's construction environment, every project must move faster while maintaining quality and profitability. As Chloe explains, "Everything's faster, cheaper, harder, and to maintain that pace without losing the workforce, we have to become more efficient with our processes." Teams were spending countless hours on manual contract reviews, paperwork, and risk checks, which was time that could be better spent in the field, coordinating the work, or making sure it's done well.

Labor Shortages

Like much of the industry, McCownGordon faces the ongoing challenge of a limited labor pool. Teams are stretched thin yet still expected to deliver more work in less time. The company needed a solution that could help offset these workforce constraints by improving efficiency and reducing administrative burdens.

Field Conflicts and Delays

Project teams often encounter avoidable disputes and time-consuming field delays caused by uncertainty over contract terms. "Someone would question, 'What does the contract say?'" and we'd have to stop, search through hundreds of pages, and confirm," Chloe noted. These interruptions compound over time, adding unnecessary friction and slowing progress.

"Document Crunch's AI has been **significantly better than generic AIs**. I can ask, 'What are my LDs?' and it knows I mean liquidated damages. **Other AIs don't speak construction**. Document Crunch does."

Chloe Huxol

Senior Construction Technologist
McCownGordon Construction



The Solution

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The Solution

McCownGordon implemented **Document Crunch** to bring greater **standardization, consistency, and accessibility** to both preconstruction and field teams. Built specifically for the construction industry, the platform provides a secure AI environment that meets McCownGordon's rigorous cybersecurity standards. In addition, the proven accuracy of CrunchAI™ has transformed how the company manages risk and gets work done.

✓ PUTTING CONTRACT INSIGHTS IN EVERYONE'S HANDS

The **Project Playbook** quickly became a cornerstone of McCownGordon's workflow. Field teams can easily reference key contract highlights, potential risks, and critical clauses, all formatted to match the company's standard procedures. *"What used to take four to six hours to review manually now takes about thirty minutes. Multiply that across every project, and that's a massive time savings," says Chloe.* This shift not only saves time but puts the most critical project information directly in the hands of every manager and superintendent in a standardized way.

✓ SIMPLIFYING SPECIFICATIONS

McCownGordon's preconstruction, field, and quality teams are deploying **CrunchAI for Specifications** to quickly locate relevant information and confirm requirements across scopes of work. Rather than manually searching through hundreds of specification pages, teams are able to surface key answers in minutes.

✓ REAL-TIME CLARITY AND COLLABORATION

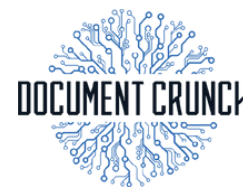
The **Chat** feature allows team members to ask questions in plain language and receive construction-specific answers instantly. Whether resolving field disputes or drafting professional delay letters, the tool eliminates back-and-forth communication delays. *"It's no longer, 'I'll check and get back to you,'" Chloe shared. "Now it's, 'Let's check, find the answer, and move on.'"*

"We're excited that people want to use AI, but we still have to be smart about it. Knowing Document Crunch can safely do that makes it an easy win for us."

—Chloe Huxol, Senior Construction Technologist, McCownGordon Construction

The Results

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The Results



ACCESSIBLE INFORMATION FOR EVERYONE

By making complex contract and spec data instantly accessible, Document Crunch has made critical information easy to understand for everyone, from field teams to trades to owners. *"Not everyone has the same knowledge of construction. Having a tool that gives clear, construction-level interpretations brings everyone to the same page," says Chloe.*



MEASURABLE ROI

Tasks that once consumed hours now take minutes. Across hundreds of projects, that translates into **thousands of labor hours saved annually**—all while improving accuracy, reducing rework and avoiding disputes.



BETTER RELATIONSHIPS BUILT ON TRANSPARENCY

By offering a shared, objective interpretation of contract language, Document Crunch helps eliminate confusion and conflict. *"It's no longer me versus you. It's what CrunchAI says," Chloe noted. "It strengthens relationships because we're being transparent and collaborative."*



BETTER WORK-LIFE BALANCE

Chloe sees Document Crunch as more than a productivity tool—it's also improving well-being. *"Having a tool like Document Crunch contributes to more efficiencies and less stress.* People get to go home on time, and that's what we all want."

Conclusion

McCownGordon Construction is redefining how teams keep up with the pace of modern construction. By integrating Document Crunch into every phase of the project lifecycle, the company has achieved new levels of efficiency, collaboration, and consistency, while empowering people to focus on what truly matters: building better, faster, and smarter.

"We're not replacing people. We're making them more efficient. Document Crunch helps us keep up with the speed of construction today."

Chloe Huxol

Senior Construction Technologist
McCownGordon Construction

Find out more and see it for yourself:
DocumentCrunch.com/demo