



Carpentry increases sales by 30% with field service management software from Advanced

This European retailer saw revenues rise and costs fall thanks to improved workforce productivity, operational efficiency and customer service.

Carpentry is the leading specialist for floor coverage in Europe. Trading in the UK, Belgium and the Netherlands, we employ over 3,000 people across more than 600 stores. With 320 home consultants working around the country, we needed a software solution that enabled us to increase field worker visibility and productivity, while improving customer service.

Simplifying the sales journey

In recent years we have been trying to simplify the sales journey for both customers and staff. For 25 years, our home consultants used a paper-based diary system to schedule home visits. Customers often needed to wait days to see a home consultant because they had to manage an increasingly demanding workload using outdated management systems.

Also, each home consultant is store-based, which further limited their availability. However, 170 stores do not have a dedicated home consultant, and so consultants were often required to move between stores. This left the company with the problem of not being able to adequately meet growing customer demands.

Steve Johnson, Head of Central Operations at Carpentry, says, "We had 320 consultants supporting single, larger stores and a cluster of smaller stores. Holidays, sickness and

vacancies had a big impact on stores, as all of the consultants were managed individually with little or no control over scheduled working patterns. There was little or no visibility of consultant performance, number of estimates or any hard data which made management of consultants difficult and inconsistent."

Dynamic scheduling, analytics and mobile working

We introduced three solutions from Advanced: Dynamic Resource Scheduler (DRS), Job Manager and InfoSuite. With DRS we are able to provide field workers with an estimation job as soon as a customer books one in-store.

Each home consultant can receive job information remotely via Job Manager, providing them with full details of their daily workload and the ability to electronically capture job information on-site.

And InfoSuite allows us to gather and use data to monitor KPIs, including: appointments made and kept, no-access information, jobs completed, and individual worker performance tracking.

Steve Johnson says, "Staff have very quickly accepted and understood the benefits of the new system. They better understand how this new way of working supports the customer journey."



Client >

Carpentry

Sector >

Retail

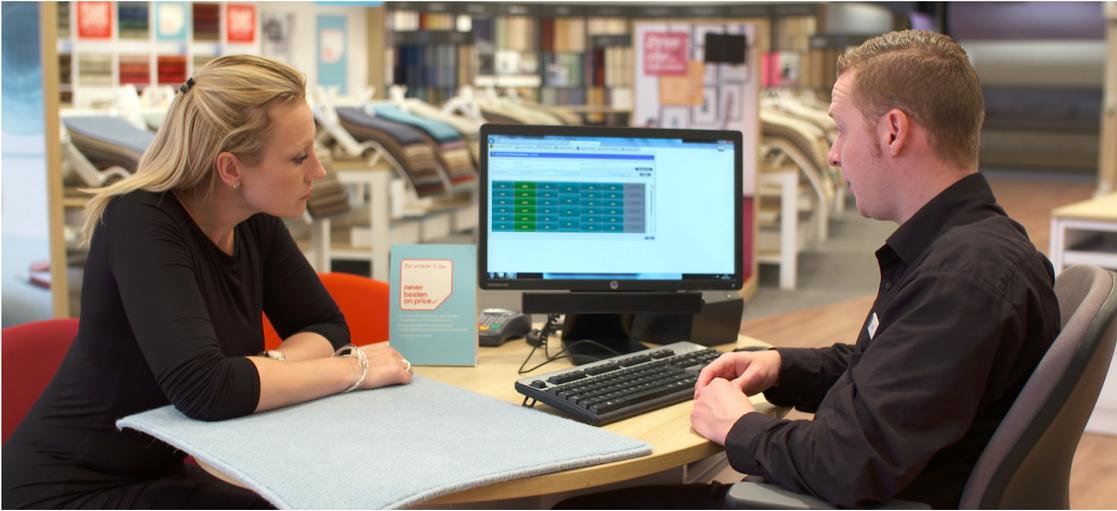
Project >

Implement field management software.

"We have full visibility of our home consultants' utilisation and efficiency... giving us a better understanding of potential new business."

Steve Johnson > Head of Central Operations > Carpentry

Improved efficiency and better customer service



“Our home consultants’ time is freed up and we can operate much more efficiently”

Steve Johnson > Head of Central Operations > Carpetright

As well as increasing the availability of consultant slots, the software allows our customers to request hour-long slots rather than half-day windows, reducing the time they have to be available while they wait for their consultant to arrive. Customers receive reminder text messages regarding their appointment, which reduces missed appointments considerably.

The Advanced software has allowed us to share home consultants across stores rather than permanently allocating one to each store. Customers can now see a home consultant much faster, and with the help of geographical profiling, 20,000 more home visits have been made year-on-year.

Saving time for consultants and customers

This led to an estimated 30 per cent increase in sales. Yet, despite this increase in the number of home visits being carried, travel costs remained static — by matching field workers to jobs that are closer, we have reduced our fuel costs and carbon footprint.

Steve Johnson says, “Our customers can now book appointments by the hour and receive text confirmation of appointments plus a reminder the day before. This is a huge benefit to both our customers and our home consultants’ time is freed up and we can operate much more efficiently.

“The level of aborted home visits through forgetfulness has been dramatically reduced. We also have full visibility of our home consultants’ utilisation and efficiency, which ensures our resources and coverage are linked to the needs of the company, giving us a better understanding of potential new business.”

The combination of DRS, Job Manager and InfoSuite has enabled us to improve worker visibility, increase productivity and enhance customer service. As a result, we have:

- > Increased home visits by 20,000 year-on-year
- > Increased estimated sales by 30 per cent
- > Reduced travel costs in real terms

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