FUJITSU

# CASE STUDY
## HILLARYS BLINDS

### AUTOMATED ORDER SYSTEM BOOSTS SALES POTENTIAL BY OVER £2 MILLION

»DELIVERING ON OUR PROMISE TO CUSTOMERS IS CENTRAL TO HILLARYS' SERVICE PROPOSITION. ENGAGING WITH FUJITSU TO PROVIDE AN IN-HOME SOLUTION TO AUTOMATE ORDER AND PAYMENT PROCESSING HAS ELIMINATED THREE TO FOUR DAYS FROM OUR ORDER FULFILMENT PROCESS. THIS CHANGE ALLOWED 28 PER CENT MORE BLINDS TO BE FITTED ON TIME.«

**Julian Bond, Head of ICT, Hillarys**



### THE CUSTOMER

- Hillarys is the UK's leading made-to-measure blinds manufacturer
- With an annual turnover of £100 million it has 24 per cent of the domestic market
- It sells 30,000 individual blinds each week

### THE CHALLENGE

- Submission and manual input of paper order forms caused a typical four day delay before production of orders could commence
- Incomplete, inaccurate or ambiguous handwritten information lead to queries on 20 per cent of orders
- Hillarys needed to automate the system to fulfil its promised fit dates

### THE SOLUTION

- Fujitsu developed a solution that offered real-time two-way wireless communication from 1,000 UK field advisors' mobile devices to Hillarys' Head Office
- Seamless integration with Hillarys' SAP sales, financial and production system

### THE BENEFITS

- REDUCED COSTS – the solution delivers net cost savings of around £250,000 a year
- INCREASED REVENUE – annual sales opportunities of around £1.1 million are indicated as a result of more accurate pricing. A further £1.2 million a year has arisen from additional quotations that were previously invisible
- SOLID GROWTH – the project supports annual growth of 15 per cent
- RETURN ON INVESTMENT – investment recouped within first year of rollout
- INCREASED EFFICIENCY – field advisors get to their appointments

### CHALLENGE

Formed in 1971, Hillarys is the UK's leading made-to-measure blinds manufacturer with an annual turnover of more than £100 million and a 24 per cent share of the domestic made-to-measure blinds market. Hillarys maintains a nationwide network of 1,000 self-employed advisors who visit customers in their homes to provide guidance on the company's range of blinds, awnings, and canopies. They take orders and measurements and once the blinds are manufactured, return to the customer's home to fit them. Each week 10,000 orders are processed and 30,000 individual blinds are sold, manufactured and fitted.

Hillarys' old order process involved completing a paper form and posting it to head office and this created a minimum four-day delay from the time an order was taken to the time that it was captured at head office where it would then be manually entered onto the system. Because the forms were hand written, details were also prone to errors and misinterpretation.

*"Manual order capturing and processing led to inaccurate information and caused more chasing of orders and payment queries than we were happy with,"* says Julian Bond, Head of ICT at Hillarys. *"We process 10,000 orders a week and we had order queries on around 20 per cent of those orders. Considering the average time to resolve a query is four days, it led to significant delays."*

To maintain its market-leading position, Hillarys knew the importance of promising customers a firm delivery date for their blinds.

*"Being able to provide customers with a promised fit date at the point of them placing an order in their home is key to our service proposition,"* adds Bond. *"After almost 40 years of trading, Hillarys has some well-established processes and a large, dispersed network of self-employed advisors. Most of these weren't familiar or comfortable with technology, and they also needed to invest their own money in the solution. Consequently, it had to be easy to use and demonstrate an unequivocal return on investment for them, as well as Hillarys."*

The company needed a cost-effective solution which would improve the efficiency and accuracy of ordering and integrate with its SAP Enterprise Resource Planning (ERP) order system. The solution also had to mimic the logical process of Hillarys' sales cycle.

## SOLUTION

Fujitsu combined its detailed understanding of Hillarys' business issues with its expertise in SAP and in designing and delivering mobile solutions to provide an innovative service that met and exceeded Hillarys' expectations for enhancing its Sales Force Automation programme.

*"Fujitsu found this engagement very exciting due to the nature of the technologies employed,"* says Stephen Barcello, Head of SAP Practice, Fujitsu Services. *"This project provided both Hillarys and Fujitsu with an opportunity to enhance the IT landscape and enabled the business to expedite its sales and operational business processes. Apart from the technology aspect of the programme, it was also recognised by Hillarys that the business end-users had to be involved early in the development cycle which diminished change management and acceptance issues."*

Fujitsu developed a solution to meet Hillarys' needs, offering real time, two-way wireless communication from a mobile device to the back office, integrating seamlessly with Hillarys' existing SAP ordering system. The solution enables advisors to access their daily schedule of appointments on their mobile devices. This provides handy access to customer details and indicates whether the appointment is a sales call, product installation or service visit.

*"The mobile solution is pivotal to allowing call centre staff to see future availability of advisors in real-time, allowing customers to immediately agree suitable appointments, taking into account location, availability and product-dependent specialist skills,"* says Bond.

The device intuitively leads users through the sales process. They can give the customer a quote and printout using a portable printer and take payment with credit or debit cards. The device also submits credit card information to the bank for on-the-spot authorisation. The order is sent to the head office in real-time, and is instantaneously updated within the SAP ordering system through an SAP Exchange Infrastructure (XI), eliminating the need for employees to key in the information from handwritten forms.

Fujitsu used the Microsoft .NET Compact Framework combined with their SAP expertise to ease application development and expedite the deployment of the solution to support Hillarys business needs.

*"Representatives from our advisor network helped validate the functionality and usability of the screen designs, the application flow, and the terminology used. The resulting solution closely mimicked examples of existing best practice in relation to the sales process. This familiarity and ease-of-use allowed a successful and rapid deployment, with 700 advisors live within six months,"* adds Bond. *"The in-home order validation and real-time information transfer to Head Office has been a vital component of ensuring that we have continued to deliver high standards of service as our business has grown.*

*"The productivity gains, increased sales opportunities and improved order management facilities mean that even the strongest initial sceptics wouldn't be without it."*

## EXPERTISE

Throughout 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

As an SAP Global Technology Partner, Global Service Partner and Global Hosting Partner, Fujitsu has a proven capability to deliver and integrate SAP based solutions.

Fujitsu solutions for the Mobile Professional and Mobile Field Force have been developed in line with the TRIOLE and Sense and Respond® approaches. Based on re-use and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense and Respond® approach enables Fujitsu to deliver continual service improvements in real-time, at the client interface.

Fujitsu offers a full-spectrum managed mobile service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

The success of this project was recognised by two BCS IT Professional Awards:
- A Business Achievement award (considering the impact, effectiveness and management of IT projects undertaken in UK organisations) in the Commercial & Industrial category.
- A Technology Award (highlighting excellence in computing within the context of business development and social benefit) in the Services category.

### FOR MORE INFORMATION

Contact us on: +44 (0) 870 242 7998
Email: askfujitsu@uk.fujitsu.com
Web: http://uk.fujitsu.com