



## Carpetright introduce field management software

and see a 30% rise in estimated sales with Kirona

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**With 320 home consultants working around the country, Carpetright looked for a software solution that enabled them to improve productivity, customer service and increase field-worker visibility. With Kirona's field workforce management solution, Carpetright has been able to achieve their objectives as well as grow sales and maintain travel costs whilst increasing the amount of home visits made per year.**

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Carpetright is the leading specialist for floor coverings in Europe. Trading in the United Kingdom, Ireland, Belgium and the Netherlands, Carpetright employs over 3,000 people in over 600 stores.

### **The Challenge**

In recent years the company has faced the challenge of simplifying the Carpetright sales journey for both customers and staff. For 25 years, Carpetright's home consultants used a paper-based diary system to schedule home visits.

Customers often needed to wait days for a home consultant to manage an increasingly demanding workload through outdated management systems.

Another challenge centred on the availability of home consultants. Each home consultant is store-based, limiting their availability. However, 170 stores do not have a dedicated home consultant, and so they 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 Carpetright explained:

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**"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."**

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### **The Solution**

Carpetright introduced Kirona's DRS resource scheduling solution, providing field workers with an estimation job as soon as a customer booked one placed in-store.

Carpetright's 320 home consultants can now receive job information remotely via Kirona's Job Manager, providing them with full details of their daily workload and the ability to electronically capture job information onsite.

Kirona's InfoSuite software allows the company to gather and use data to monitor KPIs, including appointments made and kept, no-access information and jobs completed, as well as performance tracking of each worker.

As well as a greater availability of consultant slots available, customers can now request hour slots rather than half day slots, reducing the time customers have to wait for their consultant to arrive. Customers receive reminder text messages regarding their appointment, which reduces missed appointments considerably. Steve Johnson said:

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**"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."**

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**320** home consultants now using Kirona software on a daily basis

## The Outcome

Kirona's software has allowed the company 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.

Another benefit revealed that whilst the number of estimates carried out increased by 20,000 and estimated sales increased by 30%, travel costs remained static. By matching field workers to jobs that are closer, Carpetright have reduced their carbon footprint and fuel costs. Steve Johnson said:

**"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 as 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 the 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."**

**20,000**  
additional estimates carried out

**0%**  
increase in travel costs

whilst the estimated sales  
increased by

**30%**

**DPS** Xmbrace DRS

**JM** Job Manager

**IS** Info Suite

### Speak to us

For more information about how we helped Carpetright or to discuss any of Kirona's products and services contact us at [info@kirona.com](mailto:info@kirona.com) or **01625 585511**



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