

Welcome Furniture

Improving customer service and reducing returns with iPad

When Welcome Furniture realised that refining their internal processes could save them a huge amount of money, they asked us to develop a bespoke app to streamline returns. The result: **£130,000 saved so far**, less time spent on admin and greater clarity over logistics – and now we're looking to enhance the app further.

Identifying the problem

Welcome Furniture develop and deliver bespoke furniture to order, priding themselves on their commitment to quality, innovation and customer service. However, despite their high standards, they found themselves experiencing a high volume of returns.

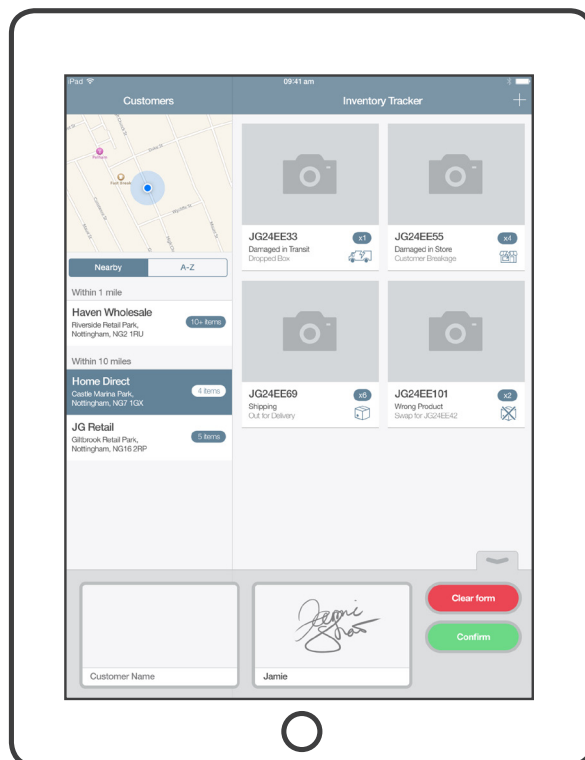
As part of their investigation into this, they asked us to undertake a 'day in the life' study of the company. Our team headed to their main site, and spent a week running through internal and customer-facing processes to identify where new technology could offer the most benefit to Welcome.

Their conclusion was that Welcome needed greater visibility over their returns process and a simple, formalised process that allowed drivers to report faults remotely. We recommended that the company equip their drivers with iPad, and develop an app that would allow them to create returns and log collections in realtime in the field, ensuring head office were aware of problems as soon as they arose, rather than when the drivers returned to base after what could be week-long trips.

“Jigsaw24's advice is always spot on and to the point. Their team are the best there is at what they do.”

John Peterson, Welcome Furniture.

Right: Welcome Furniture's returns screen



Working with...



In a nutshell...

Who are they?

Welcome Furniture craft quality furniture to order, and handle everything from production, assembly and delivery.

What did they need?

An app that would expedite the returns process, allowing them to credit customers sooner and improve driver accountability.

How did we help?

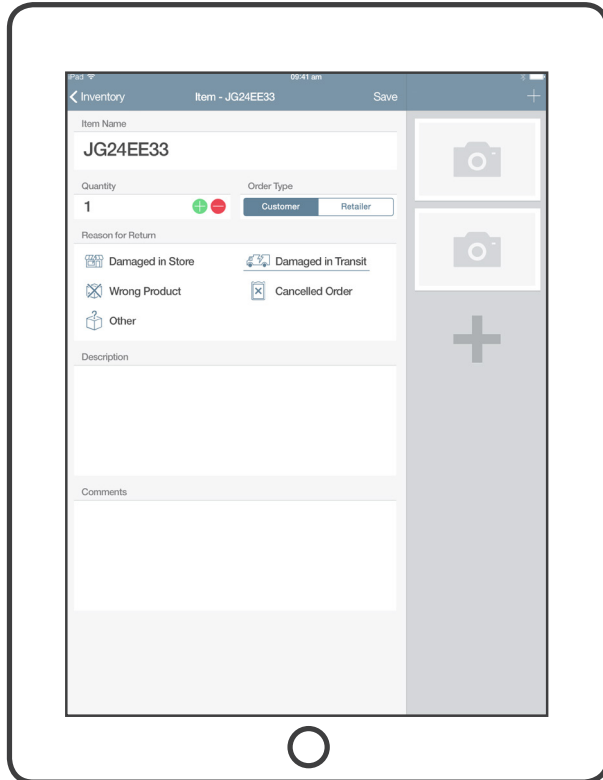
We designed and deployed the app, provided training on how to use it and iPad devices to use it on, and are now actively engaged with Welcome to refine and expand the app.

What were the benefits?

- Clearer reporting by drivers to head office.
- Faster response times and higher customer satisfaction.
- Lower losses due to returns and credit claims.
- Increased visibility over processes, with less time spent on admin.
- Welcome are now expanding the app to include other processes, so they can lower costs and improve efficiency across the board.



Authorised Reseller



Above: Drivers can photograph returned items and make notes on each case.

“Using the app and homing in on specifics, we’ve saved over 1% on returns for the last couple of months – we’re not even using the app to its full potential yet, and that 1% saves us £130k per year.”

John Peterson, Welcome Furniture.

Redesigning the logistics process

“Our main goal was to get a complete picture of our returns, faults and credits by getting a realtime log of all our delivery problems via the driver, then reduce the amount [of returns] significantly, so that we eliminated the need to credit people,” explained Mandy Charlton, Welcome Furniture’s Operations Manager.

In the new, app-driven workflow, drivers use their iPad to photograph any returns they collect, note the reason for return, product code and shop address, and have a shop manager sign off on the return electronically. This information is instantly emailed to head office and uploaded to a central database, so Welcome’s admin team can get to work on reimbursing the customer straight away.

As well as speeding up the returns process – previously, work on the return only began when the drivers had finished each week-long delivery and collection run – and increasing customer satisfaction, the additional information provided by the app has allowed Welcome to track how often production, driver and dealer errors are responsible for a return and act accordingly, informing further change to the process.

“The app has highlighted some trouble spots and we’ve altered our procedures to fix those issues, so even at this early stage we have improved quite a lot,” said Mandy.

John Peterson has also noticed the improvements. “Before, whoever shouted loudest got dealt with first, but now we can triage based on the category

of return,” he told us. “Our customer service is much better, which is important for any company, but we’ve been able to use the app to focus on and reduce problems end-to-end. We’re dealing with fewer telephone calls and admin gets done much faster.”

Developing and rolling out the app

Welcome had never used iPad before, so we worked with them to scope out the requirements of the app, how their devices would be deployed and what training they’d need. At the same time, we produced a minimal prototype of the app, so that they could experiment with it and confirm the functionality they wanted before we started coding.

Once the app was complete, our team headed back to Welcome’s headquarters to roll out iPad and provide training on the new app. “A few of the drivers were old school and were quite nervous about the new technology,” said Mandy, “but the introduction went smoothly as they got a new toy to play with, and got quite a few benefits from iPad itself.”

“Jigsaw24 managed the rollout for us and provided all the training we needed, so it was fairly simple for us to get started,” John said. “They’ve been able to add new features as we’ve gone along too, like adding a returns number for each case and making sure the app is optimised for iOS 7. Next, we’re going to expand the app further so that we can use it to schedule deliveries ahead of time, and we think we’ll see the same benefits there.”

To find out how your business could benefit from a bespoke app, get in touch with us on the details below. 