

Storey Carpets-Dashboard

retail



case study



The company Carpet Retailer of the Year for three consecutive years, Storey Carpets Ltd currently operates scores of retail stores across 4 different channels via a central warehouse and distribution centre (Head Office) in Washington. Britain's largest independent floor coverings retailer is still a family run company with an 81 year-old tradition of offering outstanding value to customers combined with a vast experience of carpets and flooring.

The Problem Storey Carpets have grown dramatically in the past few years. With growth came the requirement for greater visibility of their salesperson's / branches and divisions performances on a real-time basis. This is something they'd never been able to have before other than in weekly performance reports.

Like many other retailers Storeys monitor performance against targets, giving an indication as to how the company is performing. Storeys wanted a solution that would enable them to track and analyse real time information from all stores at any point in time from any location showing performance against daily, weekly and monthly goals and targets.

The Solution - i2B's Dashboard i2B worked alongside Storey Carpets' IT and Finance departments to develop a real time management web-based solution code named Dashboard. Dashboard is now available online and reports up to the minute sales information by person/branch/region/division. At any point in time from anywhere in the world managers have access to the information they require.

Sitting alongside and tightly integrated with their bespoke back office system, i2B's Dashboard now been rolled out throughout all of Storey Carpets UK branches and Head Office in Washington.

The benefits Relaying up to the moment sales detail, Storeys can now track and analyse sales performance across the whole group, including their Walter Wall, Woodland Floor and UK Carpets Direct divisions.

Storeys have benefited from improved performance measurement and performance goal setting all of which lead to overall business improvement. Dashboard has also improved staff management and anomalies are highlighted much quicker. Salesperson commissions are now being calculated and used within the payroll process.

As the solution offers complex and multi-dimensional drill down facilities there is now visibility on unusual transactions and discounts which are easily highlighted.

"We believe it has improved our awareness of performance on a company, division, hub, store and individual basis and allows the users to measure and target performance in a way that has never been possible. i2B's Dashboard is an extremely powerful tool giving live and accurate data without manual intervention."

