CASE STUDY: Breegle Building Products

Overview

Breegle Building Products was founded in 1947 and serves the carpet and flooring needs of Wichita Falls, TX and the surrounding area including southern Oklahoma. Today, under the ownership of Bobby Diltz, it is known as Breegle Abbey Carpet & Floor and continues the small "mom and pop" sensibility that the Breegles began nearly 70 years ago. Breegle offers a wide variety of products and services, including carpet, ceramic tile, vinyl flooring, wood flooring, area rugs, wallpaper, Formica, blinds and cabinet hardware along with certified installation.

Challenge

As with any service company of this nature, its lifeblood is paper. Catalogs from vendors, orders from customers, job tickets to the installers, bills, correspondence, you name it, it involves a piece of paper. Gathering all this paper in a central organized fashion that is readily available to anyone needing the latest information is a challenge for any company, but especially for one that has sales reps and installers calling on customers in their homes or places of business. Using SimpleIndex, Breegle is able to quickly scan all of these documents and give instant access to anyone who needs them.

Solution

There are 3 key areas that make it possible for Breegle to service their customers.1) Having accurate pricing information from every vendor. 2) Gathering all the details from the customers, such as floor plans, measurements and materials choices. 3) Managing related documentation such as correspondence and invoices. Each has historically presented its own set of problems, but with the solution implemented using SimpleIndex, Breegle associates are able to spend their time taking care of customers instead of tracking down random pieces of information or waiting for a co-worker to return from lunch because he was the last one with the Smith file.

Vendor price sheets. Historically a Breegle sales agent would have a paper copy of the pricing from each of their various vendors. With hundreds of options across dozens of categories, each agent could have reams have paper to dig through in order to generate a quote. An out of date pricelist could result in a misquoted job and finding the correct list on a co-worker's desk leads to lost time both searching for and photocopying the proper document.

In their current implementation, each time an updated or new pricelist arrives, it is scanned using SimpleIndex. Each salesperson is then able to access the sheets at their computers using SimpleSearch. No more photocopies, no more out of date information, no more tracking down the guy who was using the Solistone pricing last.

Contract and Residential Jobs. Once we ensure that a sales person has the correct and timely information, it's time to actually start the quote. Whether the customer has walked up to the counter or met with a sales rep on site, notes and material orders are taken down on paper. In the past, those various bits of paper were placed in a file folder. If a question arose the folder would often be held by the lead salesman, buried on a desk or even out in the field.

Using SimpleIndex each document pertaining to a given job is scanned and assigned four critical indexes - the job type (residential or contract), the job name, the contractor's name, and finally, the document type. Workers in the office who need to answer questions quickly can pull up the documents using any of those fields as a query in SimpleSearch. Sales associates can save these files to their tablet in one step so they can bring them to the job site without making copies or removing the only available copy. "Searching SimpleIndex is state of the art in that if you misspelled one key name or address you can search by any keyword you can remember. It has saved me many times." notes Breegle owner Bobby Diltz.

Correspondence. As with pricing and job process information, there's plenty of paper generated between Breegle and its various vendors and contractors. And similarly there used to be a bottleneck when the sole paper copy had to be found to answer the simplest of questions. The solution has been, you guessed it, to scan back and forth correspondence using SimpleIndex.

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The most significant area where this new process has paid off (quite literally) is in resolving disputes over payment requests. There are occasions when Breegle issues a request for payment and the customer may state that they never received the request documents. Previously this would mean that a new set of documents would have to be generated and the 30 days the customer is allowed to pay would reset starting from the issuance of the new docs. With the digital access possible with SimpleIndex, Breegle is able to quickly pull up the signed document as proof and the matter is settled. This means that Breegle gets paid faster which is the ultimate goal, after all.

Results

Taking a process that has relied so heavily on paper, and therefore on the person with the paper, and centralizing it digitally has helped Breegle serve its customers better in many ways. No longer is it necessary to juggle huge catalogs and the corresponding "latest" pricing to create accurate estimates for customers. Likewise, as those estimates turn into real world installations, sales people and other staff have access to all the drawings, change requests, quotes and even notes taken in regard to a given project. Employees at the job site can find information as easily as if they were at their desks. And when those installations become a completed billable project, SimpleIndex helps them receive more on-time payments.

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>
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This was all done without a major overhaul to business processes. Rather, steps are still taken as before, a paper drawing to start the job, a paper invoice to bill the customer, but now a digital copy is quickly generated and filed away using SimpleIndex and becomes instantly available to anyone who needs to reference it. The chief advantage here is that no retraining of staff or downtime was required. Installing SimpleIndex and hooking up a desktop scanner only takes a few minutes and with SimpleIndex's one-click processing, adding a new document to the repository is a breeze.

Bottom Line

Being able to serve customers faster and more efficiently is its own reward, but translates to money saved when questions don't have to be put off until after lunch or tomorrow as the original documents can't be found. With a digital repository, everyone can have the latest information at their fingertips. In the same vein an electronic repository only occupies the space of a single computer, no filing cabinets to manage or shelves of catalogs to maintain.

Quality Support

Finally, Breegle didn't have to come up with this solution on their own. Simple Software was with them at every step, installing the software, setting up the scanning jobs and linking each workstation to the back-end components that make the whole process run seamlessly. And should anything go wrong, help is just a phone call or web meeting away.

About Simple Software

Simple Software develops capture solutions that bring enterprise document capture features to the desktop. SimpleIndex, its flagship document scanning and indexing application, provides robust capture tools in an application scaled for small businesses and departments. The SimpleIndex Capture Suite contains complementary software for barcode printing, document distribution and system integration designed to work both with SimpleIndex and as standalone applications. Simple Software is a division of Meta Enterprises, LLC, founded in 1998 and headquartered in Knoxville, TN. For more information, visit www.SimpleIndex.com.

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