

bisTrack™ Case Study

Sanford & Hawley, Inc.

QUALITY BUILDING MATERIALS SINCE 1884

"The Custom Yard for Custom Builders"

LOCATION	Unionville, CT
WEBSITE	sanfordandhawley.com
AFFILIATIONS	LMC
SALES PROFILE	90% Contractor 10% Retail
BISTRACK	60 users / 4 locations
IMPLEMENTED	March 2009
REPLACED	Activant ECS Pro

RESULTS SUMMARY

- Improved sales / salesperson
- More dollars delivered / driver
- Centralized dispatch resulting in just one dispatcher and better asset utilization
- Dramatic improvement in Accounts Payable processing and availability of supplier information
- Lower cost of settling disputes
- Faster customer responsiveness and services availability



Sanford & Hawley

"Productivity" is the overriding theme when Bob Sanford, president at Sanford & Hawley, speaks about the impact that bisTrack has had in his company. Doing more with fewer people. Improving customer experience and company profitability. In fact, Sanford asserts that Sanford & Hawley is at or above the industry benchmark for efficiency in a contractor yard, and acknowledges that much of that can be attributed to bisTrack.

Integration of all business functions is key to efficiency

After years of using a software solution with bolt-on packages for dispatch and document scanning, Bob Sanford extols the benefits of bisTrack's integrated solution. "It's a huge, huge benefit," Sanford reports. "Everybody loves bisTrack because it's so much more flexible and there's so much more information available. We often marvel at how we ever managed before."

bisTrack has dramatically improved Accounts Payable processing and the availability of supplier billing information. Further, bisTrack's information accessibility has eliminated the bottleneck in their dispatch department. Sanford reports: "Now probably 95% of the time, whoever answers the phone can answer the customer's question."

bisTrack boosts sales efficiency, customer responsiveness, service options

Sales efficiency has also improved, with an increase in the number of sales per salesperson. One of the reasons Sanford points to is bisTrack's ability to import orders from 3rd party vendor software, such as 20/20. Sanford & Hawley's salespeople used to spend "endless hours" re-keying the order information.

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"Everybody loves bisTrack. We often marvel at how we ever managed before."

— **Bob Sanford**, President, Sanford & Hawley

One supplier. One integrated system. Only Progressive Solutions.



"Because of bisTrack, we have better asset utilization and we're more efficient. We have had an increase in both the number of sales written per salesperson and the dollar value of delivered sales per driver."

— **Bob Sanford**, *President,*
Sanford & Hawley

Sanford & Hawley...continued.

Responsiveness to customer inquiries is much faster because it's so easy to find the information you need in bisTrack. "Time is precious," says Sanford. "Getting answers quickly is very important to our customers."

bisTrack has also opened up new avenues for Sanford & Hawley's product and account information availability. The online sales portal, powered by bisTrack's Web Track, allows customers to check account information and place orders 24x7. "It's working out well for builders who want to do estimating or billing on nights and weekends. They can get product pricing, place orders and get copies of their invoices online at any time," says Sanford.

For customers who like the personal touch, they can walk through the yard with Sanford & Hawley personnel who will scan bin numbers and quantities on a handheld tablet, then instantly generate the customer's order and delivery specifications. Sanford says customers like it because "it doesn't take them long to get in and out."

Delivery efficiency and cost savings due to bisTrack

Since implementing bisTrack, Sanford & Hawley has centralized dispatch and gone from three dispatchers to just one dispatcher who schedules deliveries for all four locations using bisTrack's built-in Journey Planner integrated with GPS systems in each truck. "It's just so much better having centralized dispatch. Before, we'd have trucks criss-crossing, or we'd turn down deliveries in one location even though we had an idle truck in another," Sanford recalls. "We have better asset utilization using bisTrack."

"We made several changes to improve efficiency," Sanford continues. "As a result, the dollar value of delivered sales per driver has increased significantly in two years, and I surmise a third of this is directly attributable to bisTrack's centralized dispatch and journey planning."

Further, Sanford & Hawley outfitted their drivers with bisTrack's Mobile Delivery application. Drivers capture signatures electronically, eliminating the need to file signed delivery slips. Sanford also says taking photos of the delivered load has saved them time and money resolving issues. "Once or twice a week, a customer would question whether they received the full load," recalls Sanford. "Now, the photo makes it clear if something was delivered or not. I think our incidences of forgetting to unload the small items has decreased now that the drivers are photo-recording the load." ■

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