



## K8 making life easier, with Business Intelligence Solution

European Heritage is a family business specialising in the supply of natural stone, porcelain and ceramic tiles – plus associated building materials such as under-floor heating systems, grouts and adhesives. Most of the products sold are imported from Italy.



EUROPEAN HERITAGE

### Benefits

- Using K8 on mobile devices in the showroom enhance customer experience
- Easy for staff to trace batches that the customer have purchased before
- Sales trends are monitored by tagging products in the system
- Sophisticated reporting provides a clear picture of the year to date

According to General Manager, Jonathan Nanson, what differentiates the company from its competitors is its high standard of customer service, the expertise of its staff and its extensive and impressive range of high quality products. "We have a very low turnover of staff and, having been based in Fulham for around 20 years, we're very much part of the social fabric of the community," he said.

Additional showroom space has been created by the recent development of the company's period building's extensive basement, which has provided an astonishing labyrinth of floor and wall space on which to display large format products in varying sizes, colours and finishes.

European Heritage started using K8 software around 12 years ago. Before then the company was using a typical system of individual tills and carbon copy paperwork. "Error comes with paperwork," remembered Jonathan, "and technology was moving on.

The Tile Association recommended we look at K8 as it had been designed to manage the type of products we sell."

Today there are 18 members of staff using K8 at European Heritage. "Our sales team find it smooth and simple to use and it quickly becomes second nature to new staff," said Jonathan. "They can find products on the system quickly, what customers have ordered in the past – and from what batch – as everything gets recorded in the system."

As any tile supplier knows being able to record batch information is crucial to ensure any variance within product ranges is managed. "We demand from factories that their materials are batched or we won't deal with them," said Jonathan. "K8 enables us to reference the batches as they are logged in to our depot which has a knock on effect as the products are sold, picked, prepared and delivered so products from two different batches never go out together."

### Business Intelligence

The sophisticated reporting within K8 has helped the purchasing manager at European Heritage to make informed decisions and to buy more efficiently. All products are sub-categorised and tagged in the system so sales trends can be closely analysed. Jonathan also extracts data from the system to analyse the margin performance of individual sales staff. "Sometimes people you thought were leaders actually aren't in some respects," he said. "I can also follow the progression of someone new on the team."

# European Heritage



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- Jonathan Nanson, [European Heritage](#)



He also calculates the return on investment from marketing campaigns using 'source of sale' tracking. The system has been set up so a sale can't be completed until the customer is politely asked where they heard about European Heritage. Special offer products can also be tagged to enable the team to monitor the success of a promotion.

Reports also instantly flag up any uncharacteristic figures in the system and alert Jonathan to problems such as the dramatic drop in the sales of adhesives when another supplier was undercutting them – enabling him to address the situation quickly. And, he uses the useful 'order book' report that allows him to track what orders are pending and what has and hasn't been delivered. "There's a treasure trove of data to draw out of K8," he said. "I get a clear picture of the year to date and it shows me if I need to communicate with staff to chase things up."

### Mobile technology

Customers make a lot of decisions as they walk around a showroom and Jonathan said that using the mobile capability of K8 helps create a really 'fluid atmosphere' in which to process any transaction.

"This was really big for us and we started to access K8 on a tablet as soon as we could. As we walk round the showroom with a customer, we can start to input their details, build the order and check stock availability. It's also easier for the sales person who is trying to construct, design-wise, what will work with what, depending on what's available. Before, we had to take notes on a clipboard, then maybe call the customer back to tell them what they wanted was unavailable - and risk them losing interest. Using the tablet in the showroom, we can also switch from checking stock in K8 to showing customers our images on the design platform, Houzz."

Jonathan said they are determined to stay at the forefront of their K8 system. Using the sophisticated reporting and batch control functionality as well as mobile technology is also helping them keep one step ahead of the competition. "K8 is the lifeblood of our business," he said. "We're determined to get the most out of it."

### About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 35 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

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