Kerridge
Commercial Systems

K8 helps tile distributor offer outstanding customer service.

Tileflair has grown from a single branch business, established in 1972 and trading from a high street location, to the largest, privately owned wall and floor tile distributor in the South of England. The company operates a flagship store in Bristol plus nine other showrooms and two warehouses across the south of England.

Tileflair
Create Something Beautiful

Benefits:

- Helps Tileflair provide a service that trade customers can rely on

- Handles inter-branch trading with the ability to add new branches as the company grows

- Lets the sales team access K8 on their iPads with customers in the showroom

- Helps the warehouse team plan the most efficient pick routes and measure productivity

Tileflair's managing director is Matthew Johnson. He said, "Our focus is on service which is reflected in our slogan, 'Create something beautiful'. We make sure we provide a welcoming environment in all our stores so customers are inspired by our room settings and looked after by our staff who are helpful, knowledgeable and, most importantly, genuinely interested in what the customer wants."

Matthew said that it's often his trade customers, the fixers, who send in their clients to choose their tiles. He continued, "We also have to provide our trade customers with a service they can rely on. They need to trust us to get the right tiles to the right place at the right time. And this is where K8 software is really important. It enables us to provide that service."

K8 was installed at Tileflair in 1998. Today there are 50 users and the system processes more than 300,000 transactions each year and holds nearly 13,000 product files. The initial need was for a system that could handle inter-branch trading and they could add branches to as the company grew. "Another reason we chose K8," explained Matthew, "was because whatever you are doing on the system, you are always ready for a sale. You can keep the sales screen open and just flip back to it. Complete visibility of stock and the abilty to search for products and add them to an order so quickly and easily were other key benefits. It's also very easy and intuitive to use."

Tileflair is about to upgrade to the latest version of the software. "We're doing this to enable us to get the features and functionality we want for our business," explained Matthew. "It was a significant investment and so we want to get the most out it. There were cheaper systems available but we saw K8 as solid and reliable and a system that had a future."

After the upgrade, the Tileflair team will be able to use the new Browser-based functionality that allows them to access K8 on their iPads as they walk around the showroom with customers.

"It's all about not losing contact with customers during the sales process," said Matthew. "Our staff are brilliant and focused on doing the best they can for the customer. They'll be able to check stock on the iPad then switch to Dropbox to show the customer pictures of what the tile looks like in a room set.

// 18 years later K8 is in widespread use at trade counters, and I still see it offering new and enhanced features that will help both our companies continue to grow.

- Matthew Johnson, Managing Director, Tileflair

Above: Matthew Johnson, Managing Director, Tileflair

Tileflair will also be trialing Warehouse Management, another enhanced function. "K8 is letting us get away from an analogue style of management," said Matthew. "Instead of relying on someone walking around the warehouse to see where we have some space, we can check this on the computer. It will help us make the most efficient use of our racking and run our warehouses as efficiently as possible.

We'll also be introducing hand held devices for scanning barcodes so we can be more accurate in checking in products and picking orders. We'll be able to plan the most efficient pick routes and measure productivity."

Tileflair uses the standard KPI reports within K8 for reporting at branch level but also uses a third party sales team management solution. This interfaces perfectly with K8 letting Matthew extract data and write reports, monitor the sales team's performance and plan campaigns.

"I've always had a good relationship with our account managers at KCS", said Matthew, "and we're speaking with them daily at the moment as we carry out testing before we upgrade. "When we first chose K8 we were confident we were dealing with a robust company, a self-contained unit that was not about to be acquired and the support for the software withdrawn. 18 years later the product is in widespread use at trade counters, and I still see it offering new and enhanced features that will help both our companies continue to grow."

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 40 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.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

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