



Case Study: BrandsMart creates the best-in-class field service operation on ServicePower foundation

BrandsMart Case Study



The Company - Founded in 1977 by Robert Pearlman in Miami, Florida, BrandsMart USA, one of the leading Consumer Electronics and Appliance Retailers in the Southeast and one of the largest Appliance Retailers in the country, including 10 retail stores in South Florida and the Atlanta area, offers top name brands at low prices. It is one of the largest volume-per-store retailers in the United States.

Each store stocks a very large selection of televisions, large and small appliances, audio, video and home theater equipment, exercise equipment, car stereo components, tablets and computers, cellular telephones, furniture, and accessories.

BrandsMart also services the products it sells through its own service operation, headed by Cosmo Adamo, VP, Service, from its Hollywood headquarters. A field-force of more than 75+ field-based repair technicians, as well as installation teams and a fleet of trucks, service not only products purchased at BrandsMart USA, but items from other retailers as well.



BrandsMart Case Study



ServicePower has been a true partner to BrandsMart. They've provided BrandsMart with a total solution encompassing not only our scheduling and routing needs, but replaced our CRM through their partner ecosystem. They've enabled us to move from a very manual operation, where technicians were once routed by a single, veteran employee, to near total automation. We've been able to schedule more jobs per day, save on fuel costs, close more jobs per day and track what's happening throughout the day, both in terms of the jobs themselves, as well as where company vehicles and inventory are at any given time. ServicePower enabled BrandsMart to truly transform our field service operation.

Cosmo Adamo, VP, Service, BrandsMart USA

BrandsMart



Project Background

After managing field service operations with a CRM system which was highly customized for BrandsMart but sunset by the vendor, and with no automated scheduling and routing, in 2008, BrandsMart embarked on a strategic initiative to enhance its ability to execute superior service and installations for its consumer base. The assurance of excellent service, delivered where and when the consumer needs it, not only enhances BrandsMart's ability to sell product, but creates consumer loyalty. Consumers rely on the promise BrandsMart makes to protect their purchase throughout the lifecycle of the product.

To that end, BrandsMart implemented ServiceScheduling from ServicePower, and a new CRM from ServicePower partner company, Solarvista, that enabled BrandsMart to streamline its service and installation operations.

The End-to-End Solution

BrandsMart implemented patented [ServiceScheduling](#), recognized by the industry as the best-in-class routing optimization tool. ServiceScheduling allows BrandsMart to optimize its field technicians in such a way as to offer appointments to consumers that are the least costly for BrandsMart, but continue to meet its consumer's expectations.

Technicians are matched to new jobs based on the skills and geography required, as well as existing appointments. ServiceScheduling finds the best technician and

BrandsMart Case Study



The End-to-End Solution Cont.

reduces as many miles between jobs as possible by continually moving jobs around the schedule, within the window promised to the consumer.

Fully mobilizing its field technicians enables BrandsMart to send new, same day appointments, or change appointments throughout the day. Technicians update job status so that jobs and commitments to the consumer can be continually monitored.

[GPS](#) tracking further enables BrandsMart to monitor not only its consumer commitment, but its field equipment assets as well, enabling fuel cost savings and theft deterrence. Technicians are also incentivized to sell products and accessories off the truck, enabled by part and accessory tracking within the mobile application.

ServiceScheduling from ServicePower has enabled BrandsMart to streamline service and installation, putting the right field technicians where consumers need them most, while increasing the number of jobs per day executed, and decreasing the miles per day driven.





Benefits

The overall impact of ServiceScheduling has enabled the BrandsMart field service operation to gain improvements in productivity and cycle time that few other organization can realize, without the same, integrated optimization technology.

Most notably:

- BrandsMart realized savings in hardware and software, as well as overhead costs, through hosting the application with ServicePower.
 - They also are able to handoff the security and redundancy of the applications to ServicePower through the hosted services.
- BrandsMart runs roughly 6,500 service and installation jobs each month.
 - Many are billable back to the OEM for warranty, or are COD repairs and installations.
- Each field technician runs 10-12 jobs per day.
 - The average field service operation schedules just 7 jobs per day.
- BrandsMart employed technicians cover the most densely populated areas.
 - BrandsMart dispatches contracted 3rd parties to other areas through its service contract administrator.
- BrandsMart was able to decrease its turn or cycle time.

ABOUT SERVICE POWER

ServicePower is an integrated field service management solution focused on helping companies deliver an exceptional customer experience at the lowest cost. Trusted by field service organizations around the world such as GE Appliances, ADT, Johnson Controls, John Lewis Partnership, Electrolux, Mitsubishi, and AIG Warranty, ServicePower is the only workforce management solution enabling organizations to efficiently manage both captive and 3rd party service providers. Our digital technology enables improved customer satisfaction, reduces costs and generates new revenue streams.

ServicePower also offers a fully managed network of 3rd party service providers to enable rapid and on-demand servicing at peak times and in hard-to-reach locations across North America and Europe.

US Offices:



1650 Tyson's Blvd., #925, McLean, VA 20190



703.287.8900



1675 Scenic Avenue, Suite 200, Costa Mesa, CA 92626



714.428.0010

EU Office:



Petersgate House, St Petersgate, Stockport. SK1 1HE



011 44 161 476 2277



WWW.SERVICEPOWER.COM

