

## Grow Smarter

Part 2 of 2

# How iQmetrix BI helped Connect Wireless steer the business forward

In Part One of Connect Wireless' real-world case study, **Grow Smarter: How iQmetrix BI helped Connect Wireless steer the business forward**, Graham Taylor, the company's IT Administrator detailed how BI helped move the organization through an acquisition and realize tremendous growth.

From the beginning of Connect Wireless' implementation of BI through the acquisition, BI proved to be a valuable tool at every level of the company – creating a better experience for sales reps and managers by increasing insight and aligning individual, store and corporate goals.

### Connect Wireless at a glance

**Dave Stearns** (Co-Founder and Chairman) and **Dave Wayne** (Co-Founder and CEO) founded Connect Wireless in 2002 in Boise, Idaho.

**June 2006** Connect Wireless installs iQmetrix's RQ Retail Management software in its stores.

**March 2009** iQmetrix BI is added to Connect Wireless' software solutions.

**May 2013** After growing to 17 stores in Idaho and Colorado, an opportunity to acquire an additional 18 stores presented itself.

**October 2013** The deal closed and Connect Wireless jumped to 35 locations overnight.

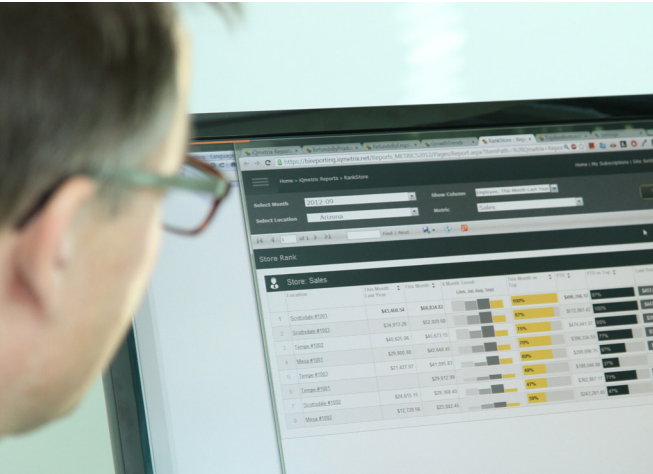
**2014** Connect Wireless has grown to 45 locations.

### The Problem

Post-acquisition, Connect Wireless needed to take its reporting and performance to the next level. The new stores had previously operated under a completely different culture with different processes.

### The Solution

iQmetrix BI helped Connect Wireless bring the two companies together and transform the way it does business, in terms of culture, performance (sales), and transparency (reporting).



## COME TOGETHER. RIGHT NOW. OVER BI

Prior to the acquisition, the new Connect Wireless locations had no standardized reporting in place. BI afforded these acquired stores a number of benefits:

- **Staff felt like a part of something.** When staff at these stores were given iQmetrix BI they loved it and appreciated being able to track their activity. They can see what top-performing stores are doing and work to achieve similar results.
- **Training was streamlined.** Teams were set up on the company's intranet and staff were shown where to access auto-generated reports. Employees were expected to review the reports and keep tabs on store and individual performance every day. At the corporate level, regional managers were briefed on the importance of these reports, which were rolled out to store managers. Connect Wireless assigned Graham, along with regional managers, the VP of sales and the company's President to show every manager what these reports are, what they're about and their importance to every level of the company.
- **Greater accountability means greater growth.** When reviewing month-over-month, quarterly and year-over-year reports, BI identifies growth at specific stores and across the company. Graham marveled at a particular store that continually outperformed expectations, due to a driven manager who understands BI and the Connect Wireless philosophy. "We've been watching the store and we're all shaking our heads going, 'What is with this store?' It's great! Now we're getting ready to remodel the darn thing instead of closing it!"

### Connect Wireless at a glance

Using iQmetrix BI, Connect Wireless was able to simplify reporting and bring the acquired locations into the company's mix smoothly – all locations were able to be on the same page.

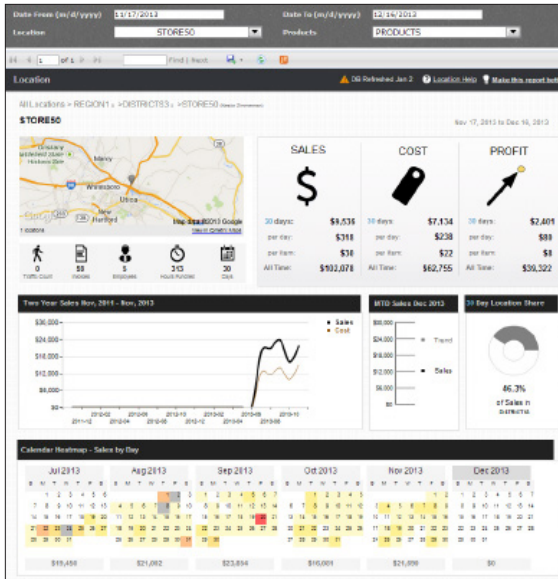
BI brought a new level of accountability to all levels of the organization, helping to drive sales company-wide.

BI gave Connect Wireless a clear view of the company's results, provided the management team with insights to pinpoint locations or regions that needed extra support and identify stores that exceeded performance expectations.

## DRIVING SALES

BI has also had a positive impact on Connect Wireless' sales performance:

- **Identifying a product that needs a push.** For example, Connect Wireless set an accessory sales goal and built a contest in BI. BI had previously



indicated the company’s accessory sales, despite having great inventory, had been sluggish at best, so the contest was started to reward sales associates for reaching various levels. The report for the contest featured a built-in thermometer so staff could visualize individual, store and company progress. Simple changes made the contest feel like a fun game rather than another set of corporate benchmarks.

Graham noticed that once people figured out how to hit those levels and saw how much they could earn through selling accessories, going forward, they continued that behavior and reached even higher.

- **Significant growth since implementing BI.** In a before-and-after comparison, we’ve seen stores that were stagnant start to grow and reach new goals,” Graham says.

“We were able to increase expectations of locations that should be performing at higher levels and we’re able to see them reach those expectations because they know where they are in their day-to-day. So (BI has) really made a difference.”



Graham Taylor

## SUPPORT & TRAINING

Graham developed a great relationship with his iQmetrix BI team. Although BI comes with several built-in reports ready to go, Connect Wireless wanted to create customized reports to make sense of its operations.

- **Expert support along the way.** Graham works side-by-side with an iQmetrix BI Expert, getting support along the way – from setup to launch, to refining

reports down the road. Being extremely proactive, Graham prefers to figure out the best custom options for BI rather than have his iQmetrix BI Expert do it for him – though that service is always an option.

**“Our BI Expert would (solve problems) through a remote session so I could see what he was doing. It was a real hands-on approach. I really think (the iQmetrix BI team) has a vested interest in allowing clients to learn how to do things. We always work hand-in-hand.”**

- **Regular BI training sessions available.** Graham says attending the various training sessions offered by iQmetrix is vital to getting the most out of BI. “Individual support and online videos are great, but if you don’t attend training, you won’t be getting the full value for the product.”

## ONE SIZE DOES NOT FIT ALL

- **Customize reports according to business needs.** With customizable reports, Connect Wireless managers could collect and organize the data they wanted, on their terms. Graham says the company’s controller needs a completely different style of data than the VP of Sales. “Our controller is financially oriented, he needs financial data.. Our VP of Sales is a sales driver. He needs data that will help him drive sales.”
- **Present data based on a report’s audience.** The reports allow Connect Wireless to customize data for any department in the company. The information may all be coming from the same data, but a different spin is put on it depending on who the audience is, from store managers to the executive team, with the right level of detail – ensuring the report is always relevant its users.



Connect Wireless' growth shows no sign of slowing down and iQmetrix BI will continue to provide valuable insight. iQmetrix is dedicated to helping retailers deliver amazing customer experiences and move their businesses forward.

## About Connect Wireless

**Connect Wireless**, an authorized AT&T wireless retailer, was founded in 2002 with one goal in mind: To become a company that works for the success of its team members so that its team members will work for the success of the company. Over the past 13 years, Connect Wireless has grown from one retail location in Boise, Idaho to 45 locations in Washington, Oregon, Arizona, Colorado, Idaho and New Mexico.

Throughout the company's history, they have continually set the industry standard by making the customer their #1 priority. Connect Wireless combines personal accountability and team unity to create a culture that delivers an unrivaled customer experience.

