

CASE STUDY:

HOW ONE SMALL BUSINESS IS SAVING \$12,000 A YEAR

Industry: Commercial and Residential Services

APPS USED

- Special Price Request
- Sample Request
- Competitor Review

HIGHLIGHTS

- Realized savings of \$1,000-\$2,000 a month
- Faster sale cycle
- More accurate customer information and pricing information

BACKGROUND

Tuftmaster Carpets is an Australian company committed to providing quality commercial and residential carpeting solutions. Based in Victoria, they provide a wide variety of carpet to their clientele at affordable price

Behind the scenes, Tuftmaster Carpets was struggling with paper. One of the major issues they found was that paper forms required redundant work. Some forms, for instance, required matching photos with their paper form. Not only did they have to enter these into databases, but also match the proper photos to correct forms, leading to possible errors and weaker data.

In addition, price requests would return to the office in multiple mediums. As paper, phone, or email, this important information became easy to lose and difficult to manage for the office. In addition, 15-20 sales representatives work from home. It took extra time to get their forms back to the main office. This sluggish pace of gathering information caused even more delays.

The end result? Tuftmaster struggled with slower and longer sales cycle. Wasting both time and money, Tuftmaster Carpets needed a change.

SOLUTION

In October 2013, Tuftmaster Carpets switched to Canvas, the global leader in mobile apps for businesses. Thousands of organizations leverage Canvas's cloud-based, "Software-as-a-Service" mobile app platform to replace cumbersome paper forms with highly-customizable mobile business apps that improve their data collection and productivity.

Businesses can search from over 14,000 ready-made apps in the Canvas Application store that can be customized to an individual business user's needs. In addition, Canvas offers a do-it-yourself app builder that enables non-technical users to build apps in minutes.

RESULTS

In just six months, Tuftmaster has found only increasing results. With an older salesforce, they are slowly moving to a paperless office. Today, 14 sales representatives are now filling out their forms on iPads.

Cost, time and paper savings were immediately realized. Some of their immediate benefits include:

Real Time Access to Data

Previously, it would take hours or days for price requests and other forms to return from the salesforce to the home office. This slowed down their sale cycle and responding to client needs.

Today, the salesforce now fills out the information while on site with a client. No matter where the salesperson is, all of this information goes immediately to the cloud. They can fill out special price requests to basic customer information quickly and be confident that all the information will be received at the home office. No longer do salespeople lose forms nor does the office spend hours trying to find misplaced information.

What once could take hours to return to the office or days to be entered into the database now happens in minutes. Not only does the office receive data more quickly, but with fewer opportunities for errors.

Measurable Time and Money Savings

More than a happier, more productive workforce, Tuftmaster is also seeing real time and money savings. Canvas has reduced their administrative costs and shortened their sale cycles with faster, real time access to important information.

These benefits are saving them approximately \$1000-\$2000 a month with their most important forms converted to mobile apps. Thus, in the first year alone, they will save anywhere between \$12,000-\$24,000.

Rich Feature Set

Canvas also provides a rich features set to help Tuftmaster capture information more easily. All photos taken are part of the form submission sent to the cloud. If there is a complaint, they can simply look up the complaint form and find the correct photograph. Canvas can also capture electronic signatures, do calculations, and harness Tuftmaster's own reference data to prepopulate forms with product catalogues or sales prices.

A rich feature set benefits this small business in many ways. They are able to expand the data they collect with new mobile app functionality. With their own reference data inside the app, calculations and quotes occur far faster than when mental math was required. These features make forms faster, more accurate, and expand the data Tuftmaster is able to collect.

Strengthened Internal Communications

The Canvas mobile platform has improved Tuftmaster's internal communication. They have noted that any customer complaints return to the office quickly, with a rich set of data to help the organization respond effectively and quickly for their customers.

With all documents available in the cloud, communication is no longer delayed by remote employees or inconsistent processes such as forms returning via email, phone, or paper. Due to Canvas's ability to name forms based on entries such as customer name, date, or location, this organization also enjoys easier retrieval of price quotes in the long run.

Improved User Experience

Admittedly, Tuftmaster has not yet made a complete transition to a paperless office. However, the improved user experience on iPads is helping convert more and more of their salesforce to the mobile app experience. In the beginning, only a few more technical users engaged with Canvas mobile apps.

Today, not only are 14 salespeople using Canvas mobile apps, people are also requesting forms to be turned into mobile apps. With an intuitive platform, faster quotes, and an easier experience, sales reps are seeing the benefits of Canvas from paper forms.

Flexibility to Meet Evolving Business Needs

As a cloud-based, mobile platform combined with an easy-to-use mobile app builder, Canvas provides Tuftmaster Carpets the flexibility to add new features and functionality to any of their mobile apps. As needs evolve and change, Canvas makes editing apps a frictionless process.

For instance, as the cost of their materials change over time, it's easy for them to enter in updated reference data to their price quote app, and send out changes immediately to their entire salesforce.

Other mobile app alternatives make this process cumbersome or costly, weakening the effectiveness of their platforms. With Canvas it is a frictionless process at no additional cost.

Today, Tuftmaster is looking for more ways to turn their once slow and cumbersome processes into faster, real time experiences with the Canvas mobile app. With more and more of their workforce eager and excited by the mobile experience, they are only seeing the beginning of what mobile apps can do for their growing business.