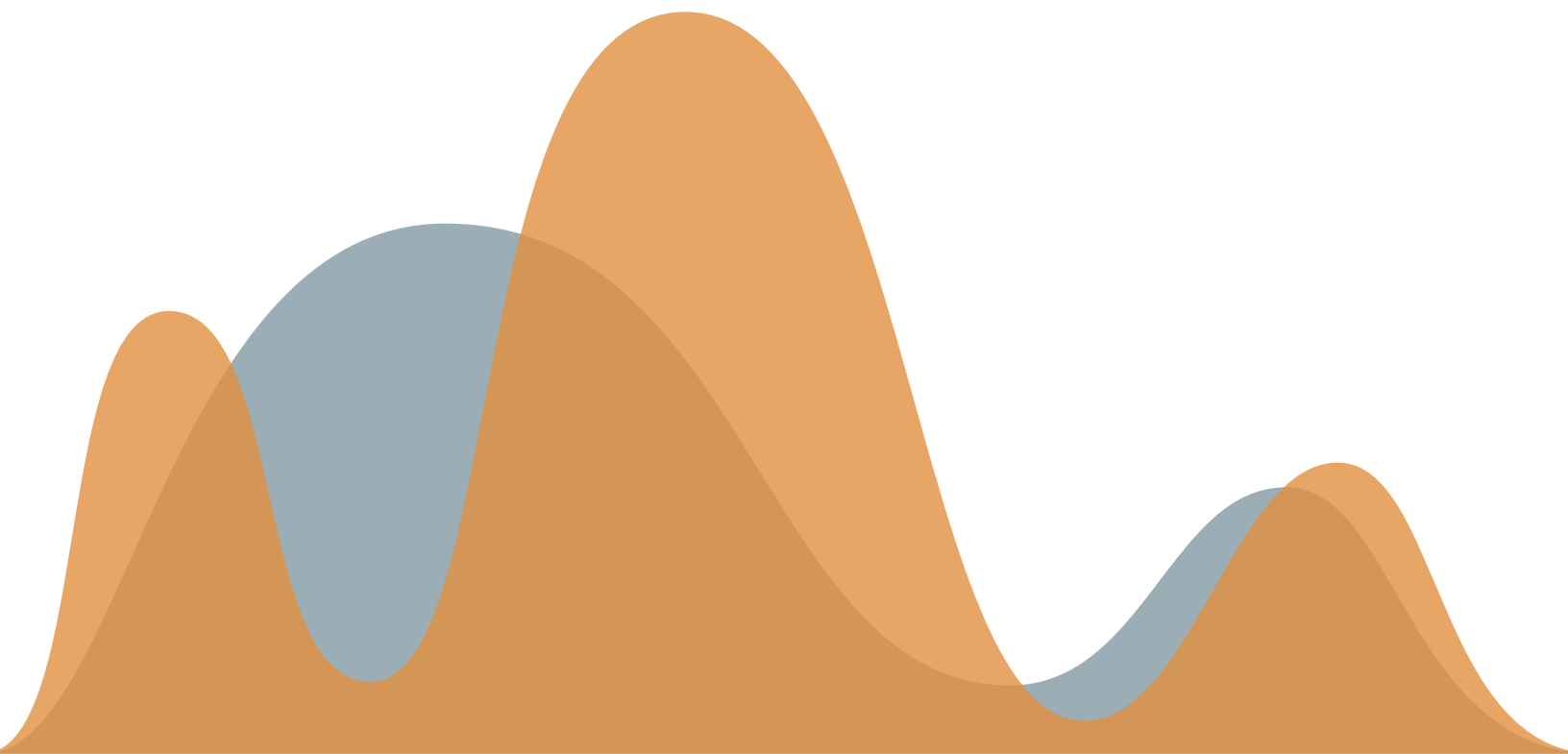


CASE STUDY

SPACEMAKERS CLOSETS OF ATLANTA

How Simply Showing Data Made Management a Breeze



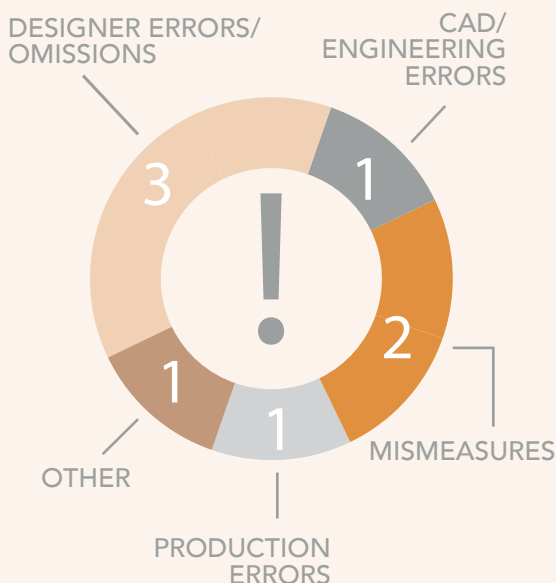
IF YOU CAN'T MEASURE, YOU CAN'T MANAGE



SpaceMakers Closets of Atlanta, GA, needed a system to help them track and manage many aspects of their business. "We created a culture in our company that, no matter what system we chose, we were going to put everything in the CRM, every time. It would give us much better management information. When you measure everything then you can make informed, intelligent, and timely decisions to manage it all," said General Manager Matt Prewett.

For example, they needed to track how effectively leads were being generated. They wanted to run reports showing how well their money was working. "I would have conversations with our shareholders discussing budgets and be asked direct questions such as 'Where are your marketing dollars being spent best?' and I did not have a clear answer. I had somebody with a spreadsheet trying to track this and she'd miss some here and there," said Prewett. "Because these sorts of metrics were being missed along the way it was very hard to make general management decisions without clear measurements."

"Without this management tool, without a way to track, we would never be able to make these improvements"



NOVEMBER 'GO BACK' REPORT

BETTER INFORMATION, BETTER RESULTS

They chose improveit 360 because of all the front-end lead management tools that are built in. "The design of the software, the CRM, and the lead tracking capabilities were the catalyst that drove us to improveit 360," said Prewett. After implementation, they discovered they could use the system to measure and manage their installations.

SpaceMakers incorporated a process, using custom fields in their system, to track delays in their product installations. "We have a fixed cost associated with every 'Go Back' or cause of delay. I can now look at a report for a particular month and tell you that we had 150 projects and X number of Go Backs where we did not complete something the first time," stated Prewett. Go Backs are designer errors, mismeasurements, CAD errors, production errors and more.

"We worked with the customization team to adapt the Project Activities to encompass the cause of delays so that we had a project management tool that's perfect for our business. I don't think it was an intended consequence but we needed to know and we dove in to get this data," added Prewett.



USING A SYSTEM FOR BETTER MANAGEMENT

They now use the improveit 360 system exclusively and this allows them to use reports to more easily manage their team. "Monthly we sit-down and have a review across the board. All employees are present and we go over every error in detail. Why didn't we do this or that? And it's not so much to point fingers or lay blame, it's more to gain education. Here's how this error happened and here's how we can do better to fix it," said Prewett. The numbers don't lie and places accountability where it belongs, so managers are no longer the bad guy.

These meetings can help SpaceMakers identify the cause of delays to specific departments or individuals. They are able to highlight poor processes or procedures and then improve on them with better versions. They're saving time, money, and effort across the business. "Without this management tool, without a way to track, we would never be able to make these improvements," added Prewett.

The information is easily accessible to the general manager, "I can get the information out readily. I can hit a button and get a Go back report. I'm now able to see two different paths that jobs can take in our business. And I can tell we are much more successful going down one of those paths than the other. So in making a business decision I'm going to go this route because, from square one, I'm making more money. Less resources are spent getting it right," stated Prewett.

ABOUT SPACEMAKERS

Family-owned and operated in Georgia and the southeast for over 25 years, SpaceMakers of Atlanta, LLC, have designed and installed thousands of custom closets; enriching the lives of their customers one space at a time. They design and install custom closets, pantry storage, murphy beds, as well as organization systems for garages, laundry rooms, mud rooms and home office and entertainment areas. Their proprietary 3-D design program enables them to create and professionally install a custom solution that fits their customer's space and style preferences.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.