

“Sofon helps us to sell our customers the storage space of their dreams”



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JéWéRET is a European wholesaler and manufacturer of mainly wood-related DIY products for application in home and other interiors. Sofon Guided Selling is used to configure the cabinet and storage systems of the brands Stanley, Raffito and Storemax. JéWéRET not only uses Sofon in house at their office sales department for order-entry, Sofon is also used for quotation and order generation for their distributors: DIY stores. Paul de Jager (IT Manager) and Dirk Bergman (Managing Director) explain the changes that Sofon has brought about.

## Customer and DIY store personnel put together JéWéRET cabinets with Sofon Guided Selling

### INFINITE CHOICE

The cabinets JéWéRET manufactures are available in almost any combination desired. The consumer can choose from an almost infinite number of sizes, colors and door handles. But there is also a choice in other variables, such as cloakroom lifts, coat hangers, tie presses and lighting. “In itself it’s great that customers are given so much choice, but if you don’t organize things properly, it’s easy to make mistakes”, says De Jager. “And that did happen”, says Bergman. “Previously dealers would fill out forms manually or print them out from our old configurator. Then they would fax the order form which would then be retyped by our office sales department. Misunderstandings could therefore occur when filling out the order forms but also during retyping. There was a danger that these mistakes would reach the production department. Fixing these mistakes cost an unnecessary amount of time and money.” JéWéRet’s dealers used a configurator to put products together, but this tool did not always connect smoothly to the internal system at the office sales or production departments. De Jager comments: “We took care of the maintenance of our internal system, but it was just obsolete. Programming took a lot of time, delaying product innovations. We were eager to improve our time-to-market. We were dependent on an external party for maintenance of our old configurator solution. We no longer wanted this

kind of hard to use and hard to maintain custom system.”

### STORAGE SPACE OF YOUR DREAMS

The search for a new configurator became an extensive selection process, in which the company looked at various solutions. “The demands and wishes from various disciplines were put together. We wanted a system that was user-friendly, in which mistakes would not be possible, that would save us time and in which we could visualize the cabinet while drawing it up. In short: a system that could help us to sell our customers the storage space of their dreams”, says De Jager. But what does this dream mean, exactly? Bergman: “Consumers are happy to pay more for our cabinets than for a standard cabinet. That’s logical, as our customers can put together a cabinet according to their own needs: a real dream cabinet. Consumers should be able to trust us enough to buy our quality cabinets at a DIY store. For these reasons, the quotation should look good and include an attractive visualization.”

### STREAMLINING PROCESSES

Sofon Guided Selling was the one to fulfill all JéWéRET’s needs and was selected for this reason. “During implementation we had to define all our knowledge of our products in order to feed the question-answer set up of the configurator”, says Bergman. “This meant that we had to standardize



## “Our distributors can close orders immediately, or give the customer a great quotation to take home”

all the methods we use, so that these could be used as a starting point. Sofon helped us to revise our procedures. That took a lot of energy because so many people were involved.” De Jager is happy about all the work that has gone into revising the procedures: “Thanks to Sofon, we have been able to streamline our processes. All processes are now much clearer. Everyone has the same knowledge at their fingertips and works in the same way. This has improved our cooperation and it is easier to consult one another. We now also see new product introductions taking place more rapidly.”

### GOAL REACHED

JéWÉRET has now reached the goal they were working toward with Sofon. “Previously, mistakes were possible before, during and after production. Order-entry is now less manual, and input mistakes have now been greatly reduced. There are also far fewer mistakes in production and logistics, because bills-of-materials are correct. Returns are now halved and this number should continue to drop as more dealers start using Sofon. Mistakes will then be eliminated for the most part. It is now clear that the quality of our products has improved: we produce to measure, completely tuned to the customers’ wishes”, says Bergman. But how is Sofon seen by the employees? “Our own staff is enthusiastic about Sofon. They find it simpler and quicker to work with Sofon and they make fewer mistakes.” Also

less training is necessary. De Jager: “A new staff member at the offices sales department is now ready to start work after only two hours of training. This is the advantage of the knowledge and information we have put into the system.” Bergman adds: “Our dealers can also be trained quickly. They are trained and can then start using the system within 48 hours. They can talk through every aspect of the cabinet with the DIY store employee who then puts everything into Sofon. The customer sees how the cabinet will look during configuration and how it changes by adding or subtracting elements. That lowers the barrier to buying significantly.”

### THE MORE DIGITAL ORDERS, THE BETTER

Currently, 45% of JéWÉRET dealers use Sofon and 30% of the total number of orders is received digitally via e-mail: the dealer produces the configuration in Sofon, after which Sofon sends an e-mail to the JéWÉRET sales office inbox. A robot scans and verifies these e-mails, and the order is taken care of. De Jager explains: “The more we do digitally, the fewer mistakes can be made. So we are trying to get more orders in digitally.” Bergman adds: “At the moment mainly specialist DIY stores use Sofon, but larger scale home improvement stores will probably start to use Sofon. Even more consumers will be able to experience the convenience of using Sofon.”

## WHAT DID JÉWÉRET ACHIEVE WITH SOFON?

- Fewer mistakes in order-entry because of less manual work
- Returns are already halved through fewer mistakes in production
- Generation of complete, error-free orders including visualization
- Every staff member uses the same processes
- Processes are now streamlined
- Knowledge has been put into the system, personnel can now be rapidly trained:
  - internal personnel are active within 2 hours
  - personnel in DIY stores are active within 48 hours
- Time saving: quotations are error-free and complete, making changes unnecessary, as is consultation with consumers or dealers
- New product time-to-market has been drastically shortened

