

CASE STUDY FLETCHER WOOD PANELS (now LAMINEX)

THE laminex GROUP

At Fletcher Wood Panels, New Zealand's largest specialist wood panel manufacturer, a two-pronged project by Xelocity has boosted customer orders by 9% nationwide, improved customer satisfaction and retention and reduced order processing costs.

THE CUSTOMER

Fletcher Wood Panels (now Laminex Group), produces New Zealand's largest range of reconstituted wood based panel products and employs more than 450 staff at 8 locations throughout New Zealand and Australia. The company exports to countries all around the world and has a well established and respected reputation as a leader in wood panel quality and customer service.

BUSINESS CHALLENGES

- Make it easier for customers to do business.
- Reduce order processing time and cost to allow redeployment into value creating activities.
- Create "stickiness" by integrating customers into the companys' business processes.

XELOCITY SOLUTION

- Implement B2B (XML Adaptor) for larger customers.
- Implement web (ePanel) functionality for smaller companies.

ROI / BENEFITS

- Implementing B2B with FWp's largest customer alone gave a return of about \$85k (NZ) per year. Adding 2 more customers added approximately another \$50k (NZ) per year.
- 22% increase in order lines handled by less staff.
- 17% increase in order lines from largest customer (versus 9 % increase for total NZ) reflects new ease of ordering.
- Reduction in order entry errors.
- Transactional platform for web ordering.
- Ability to absorb extra transactional processing, for example absorption of door manufacturing into the organisation automatically allowed customers to order their doors via electronic commerce.
- Ability to tailor information for individual customers.



CASE STUDY FLETCHER WOOD PANELS (now LAMINEX) THE laminex GROUP

At Fletcher Wood Panels, New Zealand's largest specialist wood panel manufacturer, a two-pronged project by Xelocity has boosted customer orders by 9% nationwide, improved customer satisfaction and retention and reduced order processing costs.

PROJECT SUMMARY

Fletcher Wood Panels (now Laminex Group), IT Manager, Robin Watts says the company wanted to achieve a number of business objectives with a single, two-pronged project. The key objective included giving customers easy online access through B2B and web, cutting out time and cost by streamlining order processing.

FWP also wanted to create customer loyalty by integrating customers into FWP's business processes. Customers ranged from the very small to the large. This dictated a dual strategy; a B2B solution was preferred for larger companies who had significant computer purchasing systems and therefore did not want to re-key orders into a web system. Smaller companies would use the web (ePanel). This web-based system would also deliver order and delivery status back to customers.

FWP selected Xelocity to perform both implementations; Robin Watts says: "They demonstrated that they understood our business and our existing systems better than anyone else".

For larger customers, Xelocity deployed XML Adaptor to enable FWP to communicate in any format, this application is now known as adaptX. FWP now extracts data from its ERP package and generates documents in the preferred format of the customer. The XML Adaptor receives orders and delivers documents such as invoices, using email, fax, UNC copy or FTP.

For smaller customers, Xelocity used the robust and highly secure architecture of Jade for Internet applications, to place an Internet front end on FWP's ERP system.

Robin Watts credits the project with a 17 % increase in orders from its largest customer and a 9% increase in orders nationwide. "The project has really delivered the goods. We've made it easy for our customers to do business with us and that has resulted in much closer and more durable customer relationships, he says, "in terms of costs savings, the major gains are with incoming documents and the savings in keying-in time. The real underlying benefit is the impact on improving customer relationships and hence customer satisfaction and retention".

FWP is now building ePanel project by rolling out Internet 'self service' functionality to its customers. This will reduce phone requests for invoice copies and prices by making the information available online.

CONTACTS

XELOCITY: www.xelocity.com/ info@xelocity.com /+64 9 363 6700

CLIENT: <http://www.laminex.co.nz/>