



CASE STUDY

HOW E-FURNITURE GMBH IS RESHAPING THE FURNITURE MARKET WITH HOLZCONNECTION



Besides making tailored furniture, **HOLZCONNECTION** is all about one family's vision and values. The idea Alf Nagel launched in 1970s Berlin, when still a student, is now being projected into the future by Denys Nagel. With the traditional know-how of a cabinet maker and the technological demands of a start-up. **HOLZCONNECTION** is already one of Germany's leading suppliers of bespoke furniture. Thanks to **DISPATCH NOW**, lovers of unique furniture now enjoy crafted items delivered when and where they need them.

The challenge

Under the slogan 'what you want, when you want it', which emphasizes the individuality of each piece, Denys Nagel has revolutionized the high-end furniture market with the company E-Furniture and the associated **HOLZCONNECTION** brand, consistently gearing the 'Cabinetmaking 2.0' vision to the individual needs and preferences of customers. A strategy that paid off even before the coronavirus outbreak and which showed its full potential in 2020 with 'stay at home'.

The fact that long supply chains are inefficient, fragile and prone to problems has been clearly demonstrated in the age of corona. It has even led to a number of companies going out of business. Conversely, just as many companies, but with a completely different corporate structure, began to recognize their true potential and strengths during the crisis. In fact, this is what happened to **HOLZCONNECTION**, which has relied on a local-based strategy for over 35 years. In other words, this means customers receive everything from a single source: **HOLZCONNECTION** partners design, manufacture, deliver and assemble the items – all on a local level and with local partners.

HOLZCONNECTION

Möbel nach Maß

Branche:

E-Commerce

FLS-Product:

DISPATCH NOW

- Self-service portal
- Mobile app
- Fully automatic real-time appointment & route scheduling

Requirements:

- Introduction of a software-based, intelligent real-time solution for appointment and route scheduling, taking into account various individuals (customers, office/field staff, management, partners)
- End-to-end digital and transparent processes along the entire customer journey and supply chain
- Process efficiency: Appointment and route scheduling in one process step
- Performance: Recalculation of appointments and routes in real time
- Route scheduling with real-time traffic data

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The only challenge CEO Denys Nagel now faced was digitalizing his 'Cabinetmaking 2.0' network end-to-end and fully automating the processes along the entire customer journey: From scheduling consultancy appointments and taking measurements to ensuring the individually scheduled delivery of bespoke furniture to customers.

The solution:

fully automatic appointment and route scheduling

With DISPATCH NOW powered by FAST LEAN SMART, HOLZCONNECTION now benefits from a complete software solution that more than meets both customer and supplier expectations. Scheduling individual dates for taking measurements and delivering finished products is no longer a pipe dream or future reality, but a new state-of-the-art service model provided by HOLZCONNECTION.

Ultra-flexible time windows and short waiting periods, in other words the demand for accuracy and adherence to deadlines, are still the top priority for HOLZCONNECTION customers. With FLS real-time technology, delivery and service processes, such as taking measurements and assembling items, can be modeled digitally and fully automatically: For instance, when scheduling an appointment online, the customer picks a suitable date, which becomes binding immediately. These preferred appointments, flexibly adjustable time windows with a clear cost reference, are already scheduled in an optimized fashion. When scheduling routes, DISPATCH NOW takes into account street-individual speed profiles, real-time traffic data, tracking & tracing information, but also vehicle attributes and restrictions – and is thus always one vehicle length ahead of the competition in terms of technology. Customers are kept up-to-date and can track the status of their deliveries at any time. By using real-time traffic data, route scheduling is adjusted in real time in case of unforeseen traffic disruptions and customers are informed fully automatically in the event of delays.

With DISPATCH NOW, our HOLZCONNECTION business strategy and the idea of 'Cabinetmaking 2.0' can be modeled digitally end-to-end: Fast, lean and very smart. And the best thing about it: It's a total win-win situation for our customers, partners and the environment!
Denys Nagel, CEO E-Furniture Germany GmbH

HOLZCONNECTION

Möbel nach Maß

Benefits:

- Less costs due to intelligent dynamic route scheduling and optimization in real time
- Increased efficiency due to automated scheduling
- Call and process transparency for everyone involved: Customers, employees, partners
- Accuracy and adherence to deadlines
- Greater customer and employee satisfaction
- Less kilometers traveled, CO2 emissions and waiting periods

More informationen: www.holzconnection.de

Since all the parties involved and the integrated systems, e.g. mobile delivery driver app and self-service appointment scheduling portal, exchange information directly and in real time, DISPATCH NOW is able to continuously optimize scheduled routes effectively and efficiently – with very high scheduling accuracy.

The benefit

By using a comprehensive and intelligent route scheduling system, HOLZCONNECTION was able to create end-to-end digital processes along the entire customer journey and automate internal network processes. This ensures efficiency and 100% transparency of upcoming calls and applied resources. By reducing scheduling complexity and the number of kilometers travelled, it has been possible to minimize costs while maximizing sustainability; a key issue for an organization that encourages the use of renewable resources. HOLZCONNECTION is represented at twelve locations throughout Germany. In addition to HOLZCONNECTION@Hauptstadt Berlin, HOLZCONNECTION@Hansestadt Hamburg is now also introducing the individually scheduled delivery of tailor-made furniture.



FLS contact:

Jeremy Squire · Managing Director · FASTLEANS SMART UK LTD.
T +44 1183 800189 · jeremy.squire@fastleansmart.com
www.fastleansmart.com/en

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