

Case study

RIDGEONS
Timber & Builders Merchant

“i-snapshot has significantly improved communication, decreased the amount of time I spend on reporting and focused calling activity to the right areas.”

Ben Giddings, Regional Sales Manager, Ridgeons.

The industry: Construction Building - materials supplier

The location: Europe

Number of field sales: 26-50

The background:

Dating back to 1911 in Cambridge, UK, Ridgeons has become one of the market leaders for the supply of timber and building materials, supplying bricks, blocks, roof tiles, timber, bathrooms, kitchens and many other products to its customers.

By managing the importation, stockholding, in-house timber processing and distribution via merchant branches throughout East Anglia, UK, their specialist building material centres stock a range of building materials from foundations to roofing, supplied by leading manufacturers. Through acquisitions they now have 21 branches, all operating as specialist centres.

The enquiry:

Ridgeons has 30 field sales reps, split between three regions. They originally relied upon a paper based system which recorded all sales activity. A tool was needed which could shift selling behaviour in a timely fashion, was easy to use and did not divert time away from selling into admin, and i-snapshot was identified as the tool which could deliver!

Ben Giddings, one of Ridgeons' regional sales managers, had come across i-snapshot in a previous company. "I'd been a sales representative for another builders merchant, and had been at the 'other end' of i-snapshot." Ben goes on to say, "That organisation was getting what it wanted from i-snapshot, however I thought it had the potential to do a lot more for the team."

The success:

Ben noticed some unsettlement when i-snapshot was first mentioned to the sales force. "Initially there was a slight fear of big brother tactics amongst the sales reps, but as soon as it was made clear as to what we were trying to achieve, that stopped.

"We have seen many benefits to i-snapshot, from improving communication to reducing the amount of time spent on reporting to helping us to coordinate effective call planning.

"i-snapshot has taken away the need for each rep to take time out of the end of every day to complete their daily reporting as it is done there and then, within a minute."

Ridgeons encourages all of their sales reps to access the online reporting mechanism which i-snapshot uses. "We have found this approach extremely beneficial as it helps the reps to become more proactive in their own planning. They can also use the system for their daily and weekly reporting into the branches significantly reducing the amount of time they spend on paperwork.

"We have also just started to use i-snapshot to feed into an existing system which we use called Project Tracker." Project Tracker is Ridgeons' own sales leads tool which is updated with information from the public domain as to the stage a building plan is at.

"Previously our reps had to update this system with progress on prospects. We have now scoped i-snapshot to incorporate an extra text field which will automatically update Project Tracker – killing two birds with one stone."



i-snapshot

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