

# Order visibility delivers improved customer service

**Bristan Group Ltd. needed to improve efficiencies in its customer order process. The goal was to remove errors resulting from the manual administration of orders received via post, fax and email. Bristan Group Ltd. elected to outsource their B2B electronic trading requirements to Wesupply, allowing connectivity to their customer base via a single platform which enabled greater visibility and control of their customer ordering process.**

**Errors are now captured early in the order process, before they impact upon performance; costs associated with the previous manual procedure have been reduced, and Bristan Group Ltd. has significantly improved customer service. The innovative B2B service has enabled Bristan Group Ltd. to be more agile and to respond effectively to customer needs and changing economic conditions by quickly and easily extending the functionality to new customers as and when required.**

## **Background and Challenges**

Bristan Group Ltd. is one of the largest bathroom supply companies in the UK. Bristan Group Ltd. is part of Masco Corporation, one of the world's largest manufacturers of brand-name consumer products for the home improvement and new home construction markets.

With a growing number of key trading partners, Bristan Group Ltd. was struggling with a highly manual process for receiving orders. The time-consuming process involved dealing with a mountain of paperwork and thousands of incoming fax orders, resulting in slow order processing and a large number of errors.

Bristan Group Ltd. was experiencing problems with its existing supply chain system. "It was unreliable and support was slow, often non-existent," said Richard Evans, Head of IT & Customer Contact at Bristan Group Ltd. "The system lacked resilience to the changing conditions of the market and our customers' demands, as the lead time for on boarding a new trading partner was lengthy."

For each new customer wishing to trade electronically with Bristan Group Ltd., a great deal of time and resources were required within its internal IT team to facilitate these transactions, which was impacting negatively the business' core activities.

Furthermore, the lack of visibility of supply chain information across its customer base was resulting in poor communication with its customers due to slow service and inaccuracies of information. Consequently, Bristan Group Ltd. looked for a solution which would allow it to communicate more effectively with its customers, improve visibility of supply chain information, reduce errors, and speed the process of adding new customers and responding to changing customer requirements.

## **The Solution**

Bristan Group Ltd. was looking for an outsourced solution which could offer the flexibility and scalability to bring on board customers using a phased approach, and would offer a standardised method for trading with all customers.

"Wesupply's innovative B2B solution provides Bristan Group Ltd. with a rapid and effective connection to its supply chain network to deliver a low risk, easy to join and mature outsourced solution, allowing quick deployment of a more efficient and effective electronic trading process across their customer base," explained Jerry Quinn, Manufacturing Industry Director at Wesupply.

## Case Study: Bristan Group Ltd.

“It was easy to connect to Wesupply and required virtually no resource investment from us.” explained Mr Evans, Bristan Group Ltd.

Over a twelve month period, Bristan Group Ltd. has rolled-out Wesupply’s solution to all of its major customers, and is now exchanging invoices, purchase orders, acknowledgements, advanced shipment notifications and proof of deliveries easily and efficiently.

In addition, Bristan Group Ltd. deals with huge amounts of paperwork and thousands of faxes, causing throughput on the fax gateway to be extremely high. Wesupply also provides Bristan Group Ltd. with a ‘fax-to-email connector’ which allows it to trade electronically with many of its smaller customers who do not have EDI capabilities. This service is proving to be a great success and has had a significant impact on reducing administration costs.

“Implementation of Wesupply’s B2B outsourcing solution at Bristan Group Ltd. is enabling visibility and efficiencies across their customer-facing supply chain which was previously unattainable,” stated Wesupply’s Jerry Quinn, “Bristan Group Ltd. can now communicate confidently with its customers via a trusted outsourced solution, exchanging real-time supply data combined with a flexible and agile approach to complex business problems.”

Bristan Group Ltd. is actively working with Wesupply to collaborate further with its customers by implementing Wesupply’s Vendor Managed Inventory functionality, and also to extend the B2B electronic trading solution to its external suppliers in order to exchange order and processing information electronically.

Bristan Group Ltd. is now enjoying a reliable and easy to deploy solution which it can confidently use and extend across its customer base.

“We can take on new customers quickly and easily with reliable and professional support from the Wesupply team.” Praised Richard Evans, Head of IT & Customer Contact at Bristan Group Ltd. “Wesupply reacts swiftly to our requests, enabling us to be a lot more agile within the business environment.”

Wesupply’s enablement team takes care of on-boarding new customers to Bristan Group Ltd, without tying up Bristan’s internal resources, allowing the IT team to focus on their core responsibilities.

### Intelligent Benefits

Bristan Group Ltd. is realising many business benefits as a result of gaining increased control and visibility across its supply chain.

- Significantly reduced administration costs
- Time to resolve invoice and order queries reduced by 200%
- 95% reduction in order admin errors
- Improved customer service across entire customer base
- Rapid on-boarding of new customer

“Wesupply have made it easy for us to trade electronically with our customers. They take care of all the transactions and seamlessly on-board new customers without tying up internal resources, allowing my team to re-focus on their core role.” Richard Evans, Head of IT & Customer Contact at Bristan Group Ltd.

Find out more information about Bristan Group Ltd. at [www.bristan.com](http://www.bristan.com)



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### Viewpoint

“The immense success of the customer-facing outsourcing project has demonstrated how Wesupply could provide the benefits of enhanced business value elsewhere in the organisation. The visibility and control created with our customers could be extended to realise greater business efficiencies and management with our suppliers as well.”

Richard Evans, Head of IT & Customer Contact, Bristan Group Ltd