



# Australia's largest laundry equipment supplier cleans up

## Case Study: Richard Jay Laundry Equipment

### Optus mobility freshens up the Richard Jay Laundry Equipment network

#### Introduction

Australia's largest privately owned laundry equipment supplier, Richard Jay Laundry Equipment, has been servicing the laundry sector since the 1960s. The group, headquartered in South Australia, has 50 staff across its national network of sales and support offices. The group's largely mobile workforce, specialises in on-site customer care, providing a myriad of services including laundry design, equipment selection, installation, training, finance packages, servicing and parts. The company's focus on responsive and expedient customer care relied heavily on core phone communication with clients and field technicians, prompting a review of the efficiency of its operations.

## The Challenge

In order to remain competitive and keep up with the high volume of customer needs and requests, Richard Jay Laundry Equipment began assessing how the implementation of new technology platforms could streamline business operations and enhance the customer experience.

Richard Jay Laundry Equipment services customers from a variety of sectors including hospitality, correctional facilities, hospitals, vet clinics, military installations, hair and beauty salons and accommodation. Although the company had 40 years of successful operation with a traditional paper-based administration process, relying on telephones and fax machines for communications between the office, customers and field staff, it needed to provide prompt response times to service calls, which meant simplifying and accelerating communications with field technicians.

Following consultation with Richard Jay, Optus Business advised that ConnectiX, a wireless mobility solution, would not only streamline business processing but also amplify speed to customer premises and accelerate invoicing capabilities.

The ConnectiX wireless field service solution is designed to automate manual systems via the installation of a software platform. The software platform would link Richard Jay's head office to its network of ten field technicians via a Windows based PDA allowing service engineers to capture job sheet data and return it to head office. The ConnectiX software also allows the service engineer to bill and invoice the customer on completion of the job.

## The Solution

Optus Business saw an opportunity to dramatically enhance Richard Jay's reputation through providing solutions that would speed up both service times and billing.

The windows based PDA recommended by Optus allows Richard Jay Laundry Equipment to streamline client requests. The new mobility system replaces the previously cumbersome paper-based fax job requests.

"Optus presented us with a solution where the return on investment model was so robust and the benefits so obvious that there was no other choice but to go ahead with deployment," said Richard Jay Laundry Equipment owner/director Carolyn Kirk.

The solution was developed in conjunction with application development partner Mobilise IT. ConnectiX is a wireless software application providing staff with 24/7 access to time critical sales, service and CRM information. This information would previously have been available from head office only. The solution is optimised for all wireless networks including GPRS, 3G and WiFi.

The challenge for both Optus and Richard Jay was to integrate a mobility solution that suited the existing accounting package, a scenario many businesses find as an entry barrier when considering wider technology solution upgrades.

"Integrating into a package that uses legacy architectures is challenging, but achievable," explains Optus Mobility sales specialist Mark Cappelluti.

Richard Jay Laundry Equipment had incompatible database formats with ConnectiX. Before installing the platform Richard Jay had to upgrade its Arrow Financials accounting package and start the process of integrating the solution. "While this took additional time," Kirk said, "we committed to the solution and these were the relevant steps we needed to take".

The administration cycle from the initial call to the completion of the job, has been dramatically shortened. This has improved billing accuracy and reduced customer billing queries.

## The Business Benefits

Optus Business and its partner Mobilise IT have successfully revolutionised the paper based, time-consuming administrative processes at Richard Jay Laundry Equipment with this new solution. The ConnectiX Field Service PDA solution has simplified work flow, increased business efficiency and streamlined communication and data exchange across the organisation's stakeholders.

The relatively simple technology upgrade has future proofed the company encouraging an upgrade to its legacy financial software thereby simplifying data integration and exchange.

The reduction of invoicing cycle times have increased cash flow for the company and decreased the requirement for administrative resources. Richard Jay Laundry Equipment has ceased the manual completion of time sheets and forms whilst simplifying the process for customers and accounts.

“Using the solution we have managed to reduce our debtor cycle by two to four weeks. From a cash flow perspective the benefits there alone are impressive,” said Kirk.

- Competitive advantage: The installation of a market leading technology platform keeps Richard Jay Laundry Equipment ahead of competitors
- Cash flow improvement via a reduced debtor cycle with service job information updated in seconds
- Improved data integrity with reduced duplication of information and less chance of human error
- Mobile phone bill savings for field staff due to reduced calls to office, jobs now received online
- Improved parts ordering process, parts now ordered online
- Enhanced levels of customer service and efficiency including speedier response to service calls and less likelihood of billing errors
- Improved productivity, simplified payroll system and time sheet billing means less time spent on paperwork and travelling

#### Further Information

If you want to discuss how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager, call our hotline on 1800 555 937 or visit our website at **[optusbusiness.com.au](http://optusbusiness.com.au)**.