entity trusted information innovation

halfords

CASE STUDY: HALFORDS AUTOCENTRES: EFFICIENCY IMPROVEMENT

BACKGROUND

With over 230 centres nationwide, Halfords Autocentres, is the leading MOT and car service, repairs and tyres specialist in the UK.

CHALLENGE

Autocentre Managers recognised that improved automation, through enhanced data integration, was critical to facilitate the planned expansion. The goals for the project were: Reduce the autocentre manager's administrative burden; improve reporting with more timely and accurate information; exploit marketing potential with better customer data; and, enhance B2B communications between the Autocentres and Head Office.

ENTITY SOLUTION

Entity implemented a distributed Autocentre management solution that managed both the head office and Autocentre elements of the business and exchanged information between the two. Entity delivered the solution from initial requirements gathering, through functional and technical design, build, test, deployment, Autocentre rollout and support. Key to the success of this solution was Entity's ability to design and deliver complex message based B2B Integration solutions.

BENEFITS

The benefits of the new system were realised in terms of business agility, additional sales,customer satisfaction and cost reduction. These benefits are realised through:

- **Administrative efficiency –** The Autocentre manager's close of day task was reduced from 90mins to the touch of a button.
- **Data Quality –** Reporting of performance data was significantly faster, allowing more timely actions at all levels of the organisation. Errors highlighted in transaction data identified training issues. This data was then used to modify and improve the business process.
- **Marketing –** The system allowed customer and related transaction data to be collected and used for targeted marketing, ultimately resulting in higher sales.
- **Management Information –** Accurate and timely management information allowed the business to be managed more effectively with better quality decision making.