

Software enables Gowercroft to grow

ELEVEN years ago, David Brown and Chris Madge created Gowercroft Ltd to rescue a failing joinery business from the liquidators and have turned it into a very successful business, which continues to grow even through the credit crunch.

Based near Matlock, Derbyshire, Gowercroft employs 16 staff and has an annual turnover of £750,000. Gowercroft provides a full range of bespoke hardwood joinery including conservatories, windows, doors, stairs, furniture and kitchens. The company has focused on providing a well designed quality product, combined with exceptional service to customers and ensuring prompt and comprehensive after care. Gowercroft has seen the value that investing in skilled staff, together with machinery and software, can bring.

Purchasing Joinerysoft's JMS just two years ago, Chris says, "We were at a stage where our business was being constrained by our paperwork, which was all handled manually. This software gives us clarity in what we do and a faster response time, so our customers see us as a more professional outfit. We are pleased that Joinerysoft has lived up to its promises. We have purchased a partnership rather than a product."

The company describes the purchase of Joinery Management Software, JMS, as one of the best value purchases made.

Chris continues, "Everything went through David and our sales manager, Andy, who were spending too much time with cutting lists. We knew we needed to do something, but were worried that software could not be flexible enough to handle bespoke joinery. We were concerned with the changes it would mean to the way people worked, so we made sure all areas were involved in discussions to specify how it should work and gain understanding and commitment from all involved."

He says, "My concerns were un-



Gowercroft



founded as it turned out. I think that's because the software is so easy to use. The JMS training and installation was very thorough and set us off to a really good start." He adds, "I think it is one of Joinerysoft's great strengths that all their installers are joiners too."

Sales manager, Andy Wilson, confirms: "Quoting is a lot more professional now and customers can clearly see what they are getting." Accurate scaled diagrams show the shape, style and size of each item, while details such as hardware, timber, glass sizes and even the colour of the paint finish, give the customer confidence to approve the job knowing what they will be getting.

Before JMS, Gowercroft were using written quotations without pictures and confess that it inevitably led to customers ringing up asking, "What does this mean?!" With JMS, the quote is clear and also has the added advantage that anyone in the company can now pick up the quote and see what is

required. This is vital in promoting good customer care.

The workshop has seen a significant improvement in productivity. With the quote agreed, Andy can now print out accurate and detailed cutting lists without any extra work involved. He confirms, "JMS has meant fewer mistakes are made. Our joiners are a lot happier, the new cutting lists are easier to understand and diagrams show them the finished product."

With JMS, cutting lists can be customised to suit individual workshops, depending upon the job or joiner/machinist's needs.

The time savings introduced by JMS are significant. Andy confirms he can now quote and produce cutting lists for 10 bespoke sliding sash windows in just half an hour, instead of a minimum of five hours. Both Dave and Andy have more time to manage staff, take time with customers, enhance products and therefore grow the business. As a direct result, the company has now taken on and

equipped installation teams to ensure that the carefully manufactured product is correctly installed and enhanced further the customer care.

Andy comments, "JMS is speeding up production no end. There isn't one thing that I like about JMS, but lots of things."

He adds, "Joinerysoft has been very helpful. One of the best features of their support is the ability to log on to my computer. It means Joinerysoft can see the problem for themselves and demonstrate the solution on my computer in front of me."

Joinerysoft's pledge: "Designed by joiners, for joiners" has stood up to the test at Gowercroft. Chris Madge confirms, "JMS has given us clarity in terms of providing understandable outputs; both quotations and cutting lists. JMS has been everything we've needed it to be and given us the chance to grow our business further. We've also seen the way the product continues to be developed just in the period we've been using it. Joinerysoft has a really good relationship with its customers and works with us to tackle any new challenges we throw at them to get the best product available."

Gowercroft Ltd
Tel 01629 823853
www.gowercroft.com
Joinerysoft Ltd
Tel 01608 643302
Email enquiries@joinerysoft.com
www.joinerysoft.com

Software Designed for Bespoke Joinery

Joinerysoft

Add Window
Add Sliding Sash
Add Door
Add Screen
Add Stairs
Add Gate
Add Extras
Bill of Material
Machine Output